

Samuel (Ross) Denner

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Creative Director / VFX Sup / CG Sup / Artist

Senior-Level Leadership | Visual Effects (VFX) Management | Video & Film Productions

Highly accomplished and senior-level Creative Director / Artist with an extensive track record of success delivering the leadership, creative vision, and visual effects to bring films, videos, and award-winning projects to life. Demonstrated skill for building powerful relationships with clients, vendors, and more to foster synergy across all production processes and achieve highest quality creative assets. Adept at building, training, and optimizing the productivity of talented teams, while promoting diversity & inclusion as a foundational part of success. Driven by a passion for learning new techniques and cutting-edge technologies in an ongoing effort to produce unrivaled creative assets. Partnered with top directors and leading VFX artists such as Robert Stromberg, John Dykstra, and Rupert Sanders, among many others throughout career.

MANAGEMENT SKILLS

- Creative Direction
- Pre & Post-Production Management
- Vendor Selection & Management
- Diversity & Inclusion
- Cross-Functional Collaboration
- Project Management
- Creative Problem-Solving
- Quality Assurance
- Client Management
- Business Development
- Talent Sourcing
- Team Building & Leadership
- Staff Training & Development

ARTIST SKILLS

- Creative Direction
- Maya
- Houdini
- Unreal
- Nuke
- Adobe Creative Suite
- PFtrack
- Ftrack / ShotGrid
- Vray / Arnold / PRman
- Pipeline
- Onset Supervision (14 years)

PROFESSIONAL EXPERIENCE

APPLE, remote contractor (freelance)

March to April 2023

Senior Artist

Employed as a Senior Artist to help deliver multiple shots for a campaign launches.

AFX CREATIVE, Los Angeles contractor (freelance)

Jan to March 2024

VFX Supervisor – ON THE BOX

Employed as a VFX Sup to run three car commercials, setting up the CG and 2D pipe / process. Work with a team of eight artist, dealing with agency and creatives along with lighting and comping shots.

LOGAN, Los Angeles contractor (freelance)

Jan 2024

ONSET VFX Supervisor

NDA shoot coverage

AFX CREATIVE, Los Angeles contractor (freelance)

Dec 2023

ONSET VFX Supervisor

Employed as an onset VFX Sup to oversee six car shoots. Working with the directors and agency creatives to ensure that all six shoots were shot correctly, all the set data was collected to offer the ability to hit creative.

NOISE STUDIOS, Los Angeles contractor (freelance) June 2023 to Sept 2023

CG Supervisor

Employed as a CG Sup to help deliver multiple spots of high-end VFX for a major TV channel and making sure the CG workflow between a partner company in Europe was efficient. My knowledge of setting up a CG / VFX department was requested as Noise was a new company and needed my input to help build their process.

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APPLE, remote contractor (freelance)

July 2022 to May 2023

VFX Supervisor

Employed as a VFX Sup for roughly a year to help deliver multiple campaign launches. Relied upon to deliver high quality VFX while problem solving creative direction and managing increasing/ever changing workload, all whilst hitting internal milestones.

INGENUITY, Los Angeles, CA

March 2022 to July 2022

VFX Supervisor

Overseeing seeing multiple TV show post-production execution.

ARTJAIL, New York, NY

2019 to 2022

Head of 3D / Creative Director / VFX Supervisor

Relied upon by the studio and clients to make high-level decisions across all phases of creative projects such as Films, Broadcast & Web Commercials, in addition to managing 3D graphics and VFX.

- Built the 3D Department from the ground up; designed operating procedures, created the team, continued to incorporate industry-leading technologies and selected best vendors for outsourcing work.
- Sourced/onboarded high-end talent and trained/professionally developed team members, while continually emphasizing diversity & inclusion to create a powerful work culture and drive the studio's success.
- Oversaw all projects, introduced new concepts, and coached staff to utilize best practices in order to improve overall workflow efficiency and produce highest quality deliverables.
- Served as Creative Director behind the development and return of **Domino's Noid** commercial campaign.
- Other projects included the Lexus ES "Bananas" commercial, Volvo "Drive the Future" commercial, and airtHeads' "I SPY" & "Modern Minimalist" commercials.

EIGHT VFX, Los Angeles, CA 2017 to 2019

VFX Supervisor

Oversaw end-to-end workflow across the VFX pipeline, while bringing knowledge of bigshop working processes to expand the project capacity for the boutique.

- Optimized the performance of all VFX artists and introduced dynamic ideas to bring directors' artistic visions to life.
- Worked hand-in-hand with clients across all project phases and took lead pitching new business and developing/submitting bids for jobs of all sizes.
- Participated in early stages of pre-production, partnering with Producers/Directors to help guide creative decisions for every shot throughout productions.
- Attended editorial sessions with Directors to assess which shots are ready for VFX Artists and quality assured final deliverables.

Project Highlights, Honors, & Awards

- "**Mother**", Darren Aronofsky's 2017 feature film starring Jennifer Lawrence, Javier Bardem, Domhnall Gleeson, Michelle Pfeifer, and Ed Harris.
- The music video for the Melanie Martinez "**Mad Hatter**" hit song.
- The "**NBA 2K 19**" campaign featuring LeBron James and directed by The Malloys.
- Apartments.com "**Upwardly Immobile**", "**Dive of Despair**", and "**Unwelcome Mats**" commercials.

METHOD STUDIOS, Los Angeles, CA

2015 to 2017

VFX Supervisor

Directed end-to-end VFX processes for commercials, films, and other projects. Select clients included Apple, Samsung, and Marvel, among many others.

Project Highlights, Honors, & Awards

- Commercial campaign for Target "**Holiday Part 1**", "**Holiday Part 2**", and "**Holiday Part 3**."
- Marvel Studio's "**Ant Man**" film teaser and other promotional work.
- Promotions for the launch of the Samsung Secure Folder app.

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THE MOVING PICTURE COMPANY (MPC), Santa Monica, CA

2007 to 2015

VFX Supervisor, 2012 to 2015

CG Supervisor, 2009 to 2012

Generalist 3D Artist – MPC London, 2007 to 2009

Began as a Generalist 3D Artist before being promoted twice, culminating in being named VFX Supervisor with full ownership of visual effects projects and VFX teams. Worked out of the Vancouver, CA, NYC, and Mexico offices, while playing a key role in the creative process for commercials, films, and various award-winning projects.

- Focused on commercials while with MPC London, before being instrumental in launching the Los Angeles, CA office and restructuring MPC's film pipeline to dramatically increase commercial project portfolio.
 - This enabled the Commercial Department to begin using top film development/editing technologies.
 - Directed skilled teams across the globe in India, London, NYC, and Los Angeles.

Project Highlights, Honors, & Awards

- Featured in top industry publications such as **3D World** and **Stash**.
- Integrally involved in a creative project "**What Lives Inside**", starring Oscar-winning actor J.K. Simmons and directed by Robert Stromberg for Intel's ground-breaking "**Inside Films**" series.
 - The production consisted of four ten-minute episodes, with visual effects for over 200 shots and was completed in just under four months.
 - Honored with a host of awards, including two Cannes Lions Silver awards and four Cannes Lions Bronze awards, along with VMX Awards for "**Best Branded Video Series 2015**" and "**Best of Branded Content 2016**", among many others.
- Acted as Creative Director on the **EA Ignite** project, which was one of MPC LA's largest jobs, at that time.
 - The project was the catalyst for the launch of the **Xbox One**.
- Directed visual effects for the "**Little Blue Pill**" commercial for Fiat presented during the 2015 Superbowl.
 - Highlighted by USA Today in the article "**Watch the 10 'most engaging' Super Bowl XLIX commercials.**"
- Made a major impact on two DIRECTV projects "**Ice Cream**" and "**Hot House.**"
 - Received 2011 VES Nominations for "**Outstanding Animated Character**" and "**Outstanding Visual Effects in a Live Action Commercial**", as well as a 2011 London International Awards Film Technique Gold for "**Visual Effects**" for "**Ice Cream.**"
 - Contributions to "**Hot House**" earned 2011 BTA Craft Award Nominations for "**Best CGI**" and "**Best VFX**", a 2012 Silver Clio Award for "**Best Visual Effects**", and a being the 2012 AICP Winner for "**Best Visual Effects**", among other honors.
- Won a 2009 LIA Gold Award for "**Best Visual Effects**" for work on the Evian "Skating Babies" commercial.

Prior experience includes CG Artist (2006-2007), The Mill, London, United Kingdom.

EDUCATION & CREDENTIALS

Foundation Degree (FdSc) in Computer Modelling & Animation, University of Bournemouth (UK)

Bachelor of Arts (Honors) in 3d Craft Design, University of Brighton (UK)

Foundation Degree (FdA) in Art & Design, Weymouth College (UK)