CREATIVE DIRECTOR

Marcio Ivon Niel
No visa sponsorship required

CONTACT

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29+
YEARS OF EXPERIENCE

TODD IVON

CREATIVE DIRECTOR & CREATIVE TECHNOLOGIST — MOTION · GENERATIVE AI · INTERACTIVE · REAL-TIME 3D

AVAILABLE IMMEDIATELY

01 PROFESSIONAL SUMMARY

Creative director and creative technologist with **29+ years** across motion, 3D, film and interactive — the last several spent bringing **generative AI into real production**, because that's where the craft is heading.

I'm the person who can direct the work and build the system that makes it faster and cheaper, so a smaller team ships like a much bigger one. I built the 3D asset library that let one of the biggest brand portfolios turn work around fast and consistent, stood up an in-house film and VFX pipeline that produced a launch film at a fraction of the usual cost, and designed inside some of the strictest compliance in consumer brands, where nothing moves without sign-off.

Plenty of AR and VR too, getting people hands-on with products they'd never touch otherwise.

02 SELECTED AWARDS & RECOGNITION

01 **Clio Award — Winner**

02 **Cannes Lions — Shortlist**

03 **iF Design Award**
Branding & Communication

04 **MTV Brazil Award — Nominee**

05 **The Creators Project — Speaker**
VICE / Intel

06 **EB-2 Classification**
U.S. recognition of exceptional ability

29+
YEARS OF EXPERIENCE

300+
COMMERCIALS SHIPPED

300M+
VIEWS ON DIRECTED CONTENT

BRANDS WORKED WITH

IBM · BAT · MCDONALD'S · TOYOTA · MCLAREN F1 · LIVE NATION · HBO · RED BULL TV

EXPERIENCE

01

AUG 2024 — SEP 2025

Remote
Contract

IBM

Creative Director (Contract) — IBM.com & Blue Studio

Most of IBM's business happens at roadshows, where the company takes products to events to present them. Some venues can't take the hardware, so I closed that gap.

— Built an **AR experience for the IBM Z17**, the mainframe used by **70% of the world's major financial institutions**, so product teams and customers could explore its features remotely, without shipping or assembling hardware.

— Shipped the **US Open interactive tennis game** on IBM's global front page for **two weeks** as a mainpage takeover.

— Introduced **Rive interactive animation** across IBM.com and Blue Studio, and helped drive the IBM.com redesign.

— Directed launch campaigns for **IBM Power 11 and LinuxONE**.

— Worked on **Watson digital marketing** across IBM's AI portfolio — IBM AI, watsonx, Watson Data and Watson Orchestrate.

— Built an **interactive emulation** of the product line that gave buyers a hands-on experience before committing to purchase.

— Ran it end to end, from concept and film direction through motion, VFX and AR/VR.

02

FEB 2021 — JUL 2026

Winston-Salem
NC

BAT / REYNOLDS AMERICAN

Senior Manager, Experiential Design, Video & VFX — acting as Creative Director

Reynolds American is BAT's U.S. subsidiary. The work ran across a large, highly regulated consumer-goods portfolio, where promotion is restricted harder than almost any other category and every asset has to clear sign-off before it can ship. That constraint was the design problem, and it's where I built most of my craft.

— Brought generative visual AI into a **150-year-old global company for the first time**, designing the pipeline and the use cases, then scaling them across the studio.

— Built the **enterprise 3D product asset library** so an enormous portfolio could produce launch and campaign material fast and consistent, without paying for rework when a pack changed.

— Set up **in-house film and audiovisual production**, delivering a shared launch film at a fraction of the usual cost, and opening projects that had never been affordable before.

— Introduced **AR and VR product experiences** so teams, stakeholders and customers could experience the products where traditional promotion is off the table.

— Led Tier-1 experiential work with **McLaren F1, IndyCar and Live Nation**, plus Rive-driven interactive platforms across the studio.

GENERATIVE AI · 3D ASSET GOVERNANCE · AR / VR · RIVE · FILM & VFX PIPELINE

03

OCT 2016 — FEB 2021

Los Angeles
CA

DAVIS ELEN ADVERTISING

Senior Digital Artist & VFX Consultant

Clients: McDonald's · Toyota · Best Buy · Udacity · Greatcall

- Worked on **300+ commercials** across the studio's national TV campaigns.
- Helped build the **post-production pipeline** that let one campaign ship **15 commercials to 15 different markets** across California at once, without offloading to outside post houses.
- Was a **key person in building out the studio's post-production capability**, supporting directors and creative directors through finishing, VFX and delivery.
- Delivered VFX, compositing and motion graphics for **McDonald's, Toyota, Best Buy and Greatcall** national campaigns.

EARLIER CAREER

- **Dreadnought** (Founder / Director, 2008–2021, São Paulo & LA) — independent production company: IBM brand content, Red Bull TV, Bradesco, Globo TV, Puma, VICE. **300M+ YouTube views** across directed content.
- **Broadcast TV, Brazil** (2006–2012) — Grupo Bandeirantes (VizRT artist; virtual sets with VizRT + 3DS Max), Rede Globo (*Fantástico*), SBT, Rede Record (*A Fazenda*), RedeTV!. **HBO trailer campaigns** (Terry Hines & Associates).
- **doubleleft** (games/interactive, Creative Technologist, **2008**) — interactive digital projects with a pioneering games studio.
- **Additional** — BET Academy counselor/mentor (2021–2023) · MTV MIAW creative counselor (2021).

EDUCATION

Graphic Design — Escola Internacional, São Paulo, Brazil

Advanced Computing — Brothers Informatica, Atibaia, SP, Brazil

LANGUAGES

English — Fluent

Portuguese — Native (Brazilian)

CORE EXPERTISE

CRAFT · TECHNOLOGY · SYSTEMS

GENERATIVE AI & PIPELINE

Generative visual AI in production · Model-to-render pipelines · 3D asset libraries and governance · Automation

MOTION & DESIGN

Creative direction · Launch films · Motion graphics · VFX and compositing

INTERACTIVE & REAL-TIME

AR / VR product experiences · Roadshow and trade-show design · Gamified digital experiences · Real-time 3D (Unreal) · Interactive web animation (Rive)

DEVELOPMENT & BROADCAST

Python pipeline automation and tooling · Unreal and Rive integration · Working beside engineers · Live graphics pipelines · Virtual sets (VizRT, ORAD)

TOOLS

Cinema 4D · 3DS Max · After Effects · Photoshop · Illustrator · Blender · Nuke · Octane · Redshift · V-Ray · Figma · Rive · Unreal Engine · Python · VizRT · ORAD

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