

KENNETH NAKADA

Creative Innovation Executive • Generative AI • Visual Effects • Virtual Production
Los Angeles, CA • iknakada@me.com • [linkedin.com/in/knakada](https://www.linkedin.com/in/knakada) • [nakadavfx.com](https://www.nakadavfx.com) • [vimeo.com/nakadavfx](https://www.vimeo.com/nakadavfx)

EXECUTIVE SUMMARY

Senior Creative Innovation Executive with 25+ years pioneering visual effects, virtual production, and generative AI workflows for the world's leading studios. Currently architecting Amazon MGM Studios' newly-formed AI Studios program—leading master control of art direction, spatial and temporal continuity, and photoreal human performance generation across in-flight productions. Built and launched Amazon MGM's flagship Stage 15 LED Volume from concept through live operation; recruited and scaled global teams across Operations, Engineering, and Visualization. Career credits span 100+ feature films, episodic series, and immersive experiences for Amazon MGM, Universal, Warner Bros., 20th Century Fox, Paramount, Disney, HBO, Netflix, and DC Comics.

AREAS OF EXPERTISE

- Generative AI Strategy & Production Workflows
- Creative Direction & Art Direction
- Real-Time Game-Engine Pipelines (Unreal)
- Talent Acquisition & Global Team Scaling
- Filmmaker- Director/Writer/DP/Designer Partnership
- Virtual Production & LED Volume Operations
- Stage Design & Capital Build-Out
- Cross-Fxn Org Design (Eng/Ops/Creative/Legal/BD/PR)
- VR / AR / MR Experience Development
- Studio, Vendor & IP-Holder Partnership Management

PROFESSIONAL EXPERIENCE

AMAZON MGM STUDIOS — Los Angeles, CA

Jul 2020 – Present

Founding leader of virtual production and generative-AI capabilities across Amazon's premium content slate. Built the stage, the volume, the teams, and the operating model from a blank page.

Principal, Creative Executive — AI Studios

Nov 2025 – Present

- Founding member of Amazon MGM's newly-created AI Studios to address cost, speed, quality, and safety.
- Architect new AI-tooling and artist workflows for AI-native short-form live-action films.
- Partner directly with writers, directors, producers, production designers, cinematographers, and technicians across the production lifecycle.

Head of Virtual Production and Creative Innovation

Mar 2025 – Nov 2025

- Created and led the Pitch Lab and Vision Generation Studio—designing GenAI workflows alongside filmmakers that amplify artist craft and protect creative integrity.
- Established responsible/ethical advancement frameworks for GenAI art and content ideation.
- Solving for master control of art direction, spatial and temporal continuity, and the most photoreal human performances using human talent coupled with traditional and AI-enhanced techniques
- Operated across Stage 15, Evo Stages (Burbank), and rapid-build stages globally.

Head of Virtual Productions, Operations

Jan 2022 – Mar 2025

- Launched Stage 15 LED Volume (December 2022)—Amazon MGM's flagship virtual production stage—on schedule and to spec.
- Delivered productions including Mercy (Chris Pratt, Rebecca Ferguson), Candy Cane Lane (Eddie Murphy), Fallout Season 2, the Real Housewives reunion specials (OC and BH), and Thursday Night Football promos.
- Designed the “Sandbox at Stage 15”—a two-story facility-within-a-facility integrating an AWS remote-collaboration portal, micro-LED volume, performance-capture volume, broadcast control room, ADR, VIP green room, and flex space.

- Selected member of the Amazon Studios AI Task Force; led evaluation of generative-AI technologies, prescribed research priorities, and integrated GenAI into traveling live-recording setups.

Production Supervisor, Virtual Production

Nov 2020 – Jan 2022

- Founded the virtual production department: built the stage, the LED volume, the team, and the operating model.
- Authored every role definition for HR; partnered with Strategy, Legal, Finance, EHS, and Production to stand up the new organization.

Virtual Production Consultant

Jul 2020 – Nov 2020

- Co-authored the proposal that defined the LED Volume buildout for Amazon Studios, the strategic case for virtual production, and the pipeline roadmap to bring Prime Video into next-generation filmmaking.

BEBOP TECHNOLOGIES — Cloud VFX Architect

Apr 2020 – Jun 2020

- Designed and tested distributed VFX workflows for cloud-native small teams—coordinating compositing, matte painting, and production across multiple states with high-speed data delivery and remote review on Netflix's Shadow and Bone.

PIXOMONDO — Los Angeles, CA

Oct 2014 – Mar 2020

Creative Director / Art Director

- Founded Pixomondo's Real-Time Virtual Art Department; built the Unreal Engine practice end-to-end (hardware, software, artists, VR output).
- Developed and integrated VR/AR, computer vision, large-format, and game-engine technologies into client-facing pipelines; implemented remote-work and cloud-compute pipeline; established on-premises motion-capture volumes.
- Led blue-sky ideation and executable proof-of-concepts for global location-based entertainment clients including Universal, Warner Bros./DC Comics, Wanda, Genting, GDE, The Hettema Group, and Feld Entertainment.

VFX Supervisor

- On-set and post VFX supervision; led bidding, methodology, team building, and artist recruitment—including supervision of teams across Toronto, Stuttgart, Frankfurt, and Beijing.

RHYTHM AND HUES STUDIOS

Feb 2010 – Oct 2014

Art Director / Matte Painting Supervisor

- Creative lead responsible for the look of assigned films; provided art direction across Concepts, Matte Painting, Look Dev, CG, Houdini, and Comp—including direction of teams in India.
- Tested and integrated software (Terragen, Vue, Gaia) into the Rhythm and Hues pipeline.
- Selected feature credits: X-Men: Days of Future Past, Life of Pi, Winter's Tale, Big Miracle, Knight and Day, Yogi Bear.

PRIME FOCUS VFX / FRANTIC FILMS VFX

Jan 2008 – Feb 2010

Environments Supervisor / VFX Supervisor / Designer

- Built international Art and Concept Departments spanning Los Angeles, Vancouver, and Winnipeg; led artist recruitment, team development, and creative direction.
- Led environment software integration (Terragen, Vue, Maya, 3DS Max) and contributed to internal pipeline software development (PipeDash); consulted on the formation of StereoD.
- Selected credits: Avatar (J. Cameron), The Tree of Life (T. Malick), G.I. Joe: The Rise of Cobra, The Twilight Saga: New Moon, Dragonball: Evolution.

LOOK FX / MOMENTUM VFX

Jun 2005 – Feb 2008

Managing Director, Momentum VFX / VFX Supervisor

- Designed and stood up a multi-floor post-production facility—architected machine room, editorial space, inferno bays, CG/Art/Comp departments, and screening room; consulted on physical build, city inspections, and contractor reviews.

- Defined hardware and software requirements across film, episodic television, commercials, and music video lines of business.
- Helped NBC launch a 3D stereo broadcast episode of Medium—consulting on stereo camera rig, video village, wardrobe and props color, VFX, and final conform.

RIOT PICTURES (now Method Studios)

Feb 2001 – Jun 2005

Director of VFX / VFX Supervisor

- Owned CapEx, departmental budgeting, and VFX planning across film, episodic TV, commercials, and music video; architected the studio's CG pipeline.
- Built the studio's first desktop compositing render farm; expanded CG render farm; implemented Shake/ AFX desktop compositing and 3D stereo review stations and protocols.
- Lead client-facing VFX Supervisor on titles including Sky Captain & the World of Tomorrow, Terminator 3, Kill Bill: Vol I, and Peter Pan.

SELECTED PRODUCTION CREDITS

Virtual Production Leadership — Amazon MGM Studios

Mercy • Candy Cane Lane • Fallout Season 1/2 • Real Housewives Reunion (OC & BH) • Thursday Night Football promos • KPop Documentary

Feature Film (selected from 100+ credits)

Avatar • Life of Pi • The Tree of Life • X-Men: Days of Future Past • Fantastic Four • G.I. Joe: The Rise of Cobra • Sky Captain & the World of Tomorrow • Van Helsing • Peter Pan • Terminator 3 • The Twilight Saga: New Moon • Kill Bill: Vol I • Sucker Punch • Valkyrie • Peter Pan • The Scorpion King • Matrix 3: Revolutions • Star Trek: First Contact • The Mask of Zorro • Apocalypto • The Fast and The Furious

Episodic Television (selected)

Fallout Season 2 • Homeland • Pushing Daisies • Las Vegas • Numb3rs • Empire • Carnivàle • Star Trek Voyager • Deep Space 9 • The X-Files • Smallville • Medium (3D stereo broadcast episode)

Location-Based Entertainment / Special Venue (selected)

Jurassic World Live Tour (Feld / Universal) • National Geographic Encounter: Ocean Odyssey • Green Lantern: Galactic Odyssey (DC / Warner Bros.) • Alien vs Predator (Genting / 20th Century Fox - Media partial completion) • Alien Terraforma (Genting / 20th Century Fox) • Deuces are Wild - Aerosmith Las Vegas Residency at MGM Park Theater • Meet Bugs (And Daffy) • Joker's Funhouse • Scooby Doo! Museum of Mystery • Tom & Jerry: Swiss Cheese Spin • Porcelain Dream (Wanda) - Dome Ride and multiple Pre-shows Projection Map surfaces • Soaring over Long Jiang - (Wanda)

EDUCATION

Massachusetts Institute of Technology, Professional Education

2024

Applied Generative AI for Digital Transformation

University of California, Los Angeles

1996

M.S., Physiological Sciences — Emphasis in Neuromuscular Physiology

University of California, Los Angeles

1992

B.S., Kinesiology / Physiological Sciences

ACADEMY MEMBERSHIPS & PROFESSIONAL AFFILIATIONS

Academy of Motion Picture Arts and Sciences (AMPAS), Member • Academy of Television Arts and Sciences (ATAS / TV Academy), Member • American Society of Cinematographers (ASC), Associate Member • Visual Effects Society (VES), Charter Member • Hollywood Professional Association (HPA) • Society of Motion Picture and Television Engineers (SMPTE) • Themed Entertainment Association (TEA)

RECOGNITION

Telly Award • Axiem Award • Videographer Award • Communicator Award