



# ADRIAN VÁSQUEZ DE VELASCO

## Director, Producer, XR Filmmaker

*Curious. Passionate. Innovative.*

Experienced professional storyteller and creative leader with vision.  
Pioneer in immersive and interactive cinematic technologies.  
Award-winning virtual reality and 360° video filmmaker.  
Contributor to professional education in the field.  
Collaborative manager of diverse talent.

### EXPERIENCE

#### TOTAL CINEMA

**Creative Director, Co-founder** *April 2013 - present*

Led large teams in conceptualizing and creating award-winning immersive content for global brands, museums, journalism, and education; collaborated on festival-winning VR experiences; managed all operations of a cutting-edge experiential design studio blending traditional film and video, 360, VR, AR, and live performance.

Selected clients: Disney, Facebook, Samsung, The Smithsonian Institution, The Wall Street Journal, Quartz Creative, Gannett, Des Moines Register, Vice, MTV, DKNY, Royal Caribbean, MGM Hotels, The Great Courses, Metlife, Annenberg Space for Photography.

- Directed the first VR video shot on a Broadway stage.
- First use of 360° video and VR for explanatory journalism.
- Captured the first volumetric performance for VR at Intel Studios.
- Live performance/VR hybrid collaboration at the 2019 Venice Biennale.

#### KONCEPT VR

**Creative Director** *December 2015 - June 2016*

Clients: Metropolitan Museum of Art of New York, The New York Times, Anthem, Verge, Vox Media (Michelle Obama's White House).

#### INDEPENDENT

**Director, Producer, Cinematographer, Editor** *2011 - present*

Made feature documentary film about the effects of the climate crisis shot on location in the Amazon rainforest (*Shark Loves the Amazon*).

### AWARDS

2019 Digiday Best Branded Content (*The New Global Economy*)  
2017 Webby Award Best Culture Video (*The Met 360° Project*)  
2016 Shorty Award (*Circle of Life 360: The Lion King on Broadway*)  
2015 Edward R. Murrow Award (*Harvest of Change*)

### EDUCATION

New York University, Tisch School of the Arts

B.F.A. Film Production 2012

FAMU Prague-Czech Republic

Special Program in Directing and Cinematography 2009

### SKILLS

Fluent in all digital video, 360/VR/AR, and volumetric workflows.

- *Software/hardware*: Adobe Creative Suite, all digital/VR cameras
- *Management*: strong leadership, organization, and communication skills; possesses exemplary interpersonal and analytical abilities.
- *Languages* - English and Spanish native proficiency.