

Juan Carlos Camerás

Senior Producer

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SUMMARY

Producer & Project Manager with 9+ years leading cross-functional teams across games, entertainment, and CGI. Skilled in Agile workflows, creative production, and end-to-end project delivery for clients like **Netflix, 3M, EA, Zynga, Peak Games, Activision, and Blizzard**. Known for improving delivery speed by 40%, cutting QA issues by 50%, and driving \$1M+ in savings through better pipelines and collaboration. Passionate about blending creativity with process to help teams launch faster and smarter.

EXPERIENCE

Series Entertainment

Release & Technical Project Manager Jun 2025 - Present

- Rebuilt submission workflows, boosting approval rates to 80% and cutting iteration cycles by 40%.
- Centralized Jira pipelines, improving visibility, risk control, and launch predictability across 10+ active titles.
- Automated backlog and milestone tracking, driving 60% faster delivery and smoother cross-team handoffs.

Senior Game Producer/Product Owner Mar 2024 - Jun 2025

- Led production & product for an unreleased Netflix game, coordinating cross-functional teams and improving delivery efficiency by 20% through streamlined Jira pipelines.
- Bridged art and narrative workflows, achieving 40% faster turnarounds on The Ultimatum: Choices and Singles Inferno.
- Drove Alpha-launch milestones via Agile roadmaps, sprint tracking, and stakeholder alignment, cutting bugs and revisions by 50%.

AdLiven

Creative Marketing Producer Feb 2023 - Mar 2024

- Directed UA-focused campaigns for EA, Zynga, Peak, boosting efficiency 40% and cutting delivery time.
- Drove \$1.2M quarterly revenue via stakeholder alignment & workflow optimization; cut turnaround 2 days and freelancer costs by 10%.
- Enhanced QA and A/B cycles, resolving 85% of issues pre-delivery and boosting CPI efficiency.

DMNT Studio (Contract)

Art Director/Producer Jan 2023 - Jun 2023

- Led art direction for Lucha Libre card game, launching 3 months early via previz pipelines.
- Cut costs by 30% by improving workflows, vendor management, and asset automation.

Oliver+

Senior CGI Producer Mar 2021 - Feb 2023

- Directed CGI campaigns and 2D statics (e.g., 3M), cutting timelines by 33% with streamlined workflows.
- Bridged creative and operations to cut approval cycles by 40% and ensure brand precision.
- Led key art and toolkit production across media, hitting all deadlines and cutting costs by 25%.

Credits

Lead Creative Producer 2D/CGI	Aug 2019 - Mar 2021
• Managed marketing AAA accounts in a fast-growth environment, driving \$335K revenue growth in one quarter through clear project oversight.	
• Art Directed a 15+ person CGI team, cutting 5 days/month from milestone delivery times.	
• Standardized processes for 10+ productions, expanding the portfolio and securing 5 major new clients.	
• Consolidated pipelines via ClickUp, saving up to \$30K per client through improved workflow integration.	

Various Studios

Audio & Localization Producer	(2012 – 2019)
• Led LATAM localization and marketing launches (70% view rate across 20+ countries) and managed dubbing/mixing projects for Blizzard, Riot Games, Santa Monica Studios, and Microsoft. Recovered delayed productions, streamlined pipelines, and applied Scrum to boost efficiency up to 15% while managing multi-million-dollar international projects.	

EDUCATION

Game Development | CalArts | 2021

Project Management-PMP | Google | 2021

Audio Engineering and Music Production | Music Academy Fermatta | 2013

SKILLS

Project & Production Management

- Agile Development • Milestone Planning • Cross-Functional Leadership • Stakeholder Alignment • Risk Mitigation • Launch Operations • Workflow Optimization • Sprint Tracking • QA & Compliance • App Store / Regulatory Pipelines

Tools & Technical

- Jira • Confluence • Figma • Adobe Creative Suite (After Effects, Premiere) • Motion Graphics • CGI / VFX / SFX Pipelines • AI-Assisted Workflows • Storyboarding • Prototyping

Creative & Business Leadership

- Creative Strategy • Vendor & Talent Management • Contract & Licensing Negotiation • Cross-Team Communication • Process Improvement • Creative Vision & Execution

Languages

- Spanish: Native
- English: C2
- Italian: A1