

Juan Carlos Camaras

Lead Producer

✉ juancarloscamaras@gmail.com ☎ +525513409227 🌐 in/jcameras 🌐 https://jcameras.journoportfolio.com/gallery/

SUMMARY

Creative Lead with 9+ years leading cross-functional teams across advertising, games, and entertainment. Skilled in GenAI-driven content creation, art direction, CGI, and pipeline innovation. Proven track record of delivering high-performing campaigns, reducing costs, and accelerating workflows for brands like Netflix, 3M, EA, Zynga, Peak, Kabam, and Square Enix. Recognized for mentorship, creative leadership, and pushing the boundaries of AI in advertising, while balancing innovation with business impact.

EXPERIENCE

Product Owner/Senior Game Producer | Series Entertainment | June 2024 - Present (Contract)

- Directed an unreleased AAA Netflix game, leading Engineering, UI, Art, and Narrative teams, achieving a 20% cost reduction by optimizing pipelines and integrating GenAI workflows for faster creative iteration.
- Improved collaboration between art and story generation departments, delivering a 50% faster turnaround on *The Ultimatum: Choices and Singles Inferno* with AI-assisted concepting, asset creation, and automated QA checks
- Championed a cross-team AI adoption strategy, mentoring designers and narrative leads on prompt refinement and GenAI creative techniques, which elevated creative quality while reducing iteration cycles by 30%.

Technical Producer / Release Manager

- Improved release management processes, reaching an 80% app store approval success rate by refining submission pipelines, coordinating with engineering, and implementing AI-driven pre-flight testing and compliance checks.
- Implemented a centralized Jira pipeline, unifying cross-functional teams and improving visibility, resulting in \$100K monthly savings through reduced workload and optimized resources.
- Leveraged AI tools to automate documentation, meeting notes, and ticket creation, boosting team efficiency by 50% in operational workflows.

Creative Producer | AdLiven | Nov 2023 - March 2025

- Led creative strategy and execution for GenAI-powered 2D/3D video production, improving efficiency by 40% and shortening delivery timelines for clients including Netflix, EA, Zynga, and Peak.
- Generated \$1.2M in additional quarterly revenue by implementing AI workflows that cut turnaround times by 2 days and reduced external freelancer costs by 10%
- Partnered with senior leadership to refine AI pipelines, prompt strategies, and QC processes, ensuring 95% of issues were identified and resolved before delivery.

Art Director/Art Producer | DMNT Studio | Jan 2024 - June 2024 (Contract)

- Directed the creative vision for a Lucha Libre card video game, leveraging AI for previsualization and asset creation, delivering the project 3 months ahead of schedule.
- Cut project costs by 30% by streamlining workflows, optimizing vendor usage, and adopting AI-driven asset generation
- Mentored artists on AI tools, prompting techniques, and creative direction, building stronger collaboration and consistency.

Senior CGI Producer | Oliver+ | Nov 2022 - June 2024

- Directed CGI for campaigns (e.g., 3M), cutting timelines by 33% with streamlined workflows.
- Delivered 25% cost savings through efficient budget management without sacrificing quality.
- Optimized resource planning, ensuring 100% on-time delivery and client satisfaction.

Lead Creative Producer 2D/CGI | Creadits | August 2022 - Nov 2022

- Managed marketing accounts (KABAM, Square Enix, Ubisoft, etc.), 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.

Senior Localization Manager | Cruz Creative Media | December 2018 - August 2022

- Led localization and marketing launch for Mindvalley, achieving a 70% view rate across 20+ LATAM countries.
- Managed post-production on 10+ projects, ensuring smooth execution end-to-end.
- Applied Scrum across 3 departments, boosting operational efficiency by 15%.

Audio Producer | Iyuno | February 2018 - December 2018 (Contract)

- Led the recovery of a delayed project, "Only Fools and Horses" by creating a system to locate missing audio files and improving the pipeline for re-recordings.
- Cut delivery time from 12 to 9 months by improving processes, organizing clear spreadsheets, and analyzing data to fix scheduling errors
- Reduced workload by reusing existing audio for wallas and call outs.

Senior Audio Engineer / Post Producer | Labo Digital & Pink Noise | 2015 – 2018

- Worked on dubbing, mixing, and localization projects for clients including Blizzard, Riot Games, Santa Monica Studios, and Microsoft. Delivered improved approval rates, streamlined audio pipelines, and managed multi-million-dollar localization projects with international teams.

EDUCATION

Game Development | CalArts | 2021

Project Management-PMP | Google | 2021

Audio Engineering and Music Production | Music Academy Fermatta | 2013

SKILLS

Hard Skills: GenAI Tools, Game Design & Production, Technical Production, Art Direction, CGI, Animation, Cinematic, VFX, SFX, Unreal Engine, Adobe Creative Cloud, Agile Project Management.

Leadership & Business: Creative Strategy, Mentorship & Team Growth, Client Partnership, Pipeline Innovation, Risk Management, Cross-Functional Leadership.

Soft Skills: Critical Thinking, Positive Leadership, Effective Communication, Team Player, Proactively Identifying Risks, Client Satisfaction, Solution-Oriented, Strategic Lens, and Improving Efficiencies.