

KEVIN FIELD

323.365.8658 | kevinfield@gmail.com | [LinkedIn](#) | [Portfolio](#)

CREATIVE PRODUCTION LEAD

Proactive and dynamic producer with 15 years of experience managing global internal and vendor teams to design and build innovative digital experiences. Demonstrated success in implementing processes to boost operational efficiency. Recognized for project management, creative problem-solving, and strategic alignment with cross-functional teams. Adaptive in fast-paced, ambiguous environments with strong EQ.

Skills:

Team Leadership • Agile Methodology • Asana • JIRA • MR, AR, and VR Software • Integrated Marketing • Budgeting • Scheduling • Verbal and Written Communication • Microsoft Office • G Suite • Slack

Work Experience

META (TEKSYSTEMS), Remote, CA
Design Program Manager

October 2024 – Present

- Supporting Meta's efforts to bring product market fit to the Horizon ecosystem by introducing a core loop system to MR developers and improving notifications and social features for users.
- Providing leadership and ongoing operational support for Horizon Worlds from conception through execution, including roadmap planning, milestone breakdowns, resource management, facilitating design reviews, and driving collaboration between cross-functional teams.
- Improving operational efficiencies by identifying and addressing issues with workflows, setting and measuring performance goals, and fostering a collaborative and creative design team.
- Facilitating meetings to drive progress against design program goals and objectives, and establishing clear next steps and owners while resolving blockers.
- Defining and measuring impact of programs and initiatives qualitatively and quantitatively.

IMMERSIVE CREATIVE SOLUTIONS, Novato, CA
Freelance Consultant

July 2023 – September 2024

- Advised startups on Augmented Reality features to enhance products in development.
- Participated in tech surveys and offered hardware insights in the Immersive Collaboration market.

META (DIGITALFISH), Burlingame, CA
Senior Producer – AR Commerce

November 2020 – March 2023

- Defined marketing strategies with cross-functional team, worked with UX designers to integrate AR into online advertising, and presented user flows to over 50 brand partners.
- Developed AR Try-On effects with Meta engineers and international third-party studios that increased sales conversion rate by a 4% average.
- Launched AR Ads on Facebook and Instagram, and secured six-figure ad spending deals.
- Oversaw digital asset production and managed brand assets for use in public-facing AR effects, enhancing social campaigns and media management processes.
- Increased team efficiency by 20% by streamlining asset library and documentation archive.
- Refined subsequent marketing pilots by coordinating A/B testing with User Research team.
- Led meetings, took detailed notes, and published action items, optimizing team productivity.
- Collected data and OKRs across five teams and made weekly status reports for leadership.
- Reduced costs in negotiations over budgets, SOWs, and contract amendments with vendors.

FACEBOOK (DIGITALFISH), Menlo Park, CA
Producer – Augmented Reality

July 2019 – November 2020

- Ran end-to-end production of AR software for Portal, Facebook's video-conferencing product, and launched over 100 effects across multiple Portal models, supporting product sales.
- Maximized user engagement by analyzing performance metrics and quantitative data.
- Ran daily creative reviews and scheduled sprints to ensure execution of new content.
- Managed external design partners, confirming alignment with creative briefs and standards.
- Built and executed production plan for a [multi-user AR chat experience](#) using third-party IP. Scoped work, scheduled milestones, tracked progress, and presented to licensees for approvals.
- Sourced and delivered 3D assets to marketing team, enhancing integrated online campaigns.
- Communicated development goals, timelines, and risks in status reports to stakeholders.
- Initiated project contracts with vendors, completed SOWs, and tracked invoices.

FACEBOOK (VERTISYSTEM), Menlo Park, CA
Producer – AR Hardware

July 2018 – July 2019

- Collaborated with cross-functional teams to develop AR devices and established prototype presentation cadence, highlighting team leadership and scheduling skills.
- Contributed to product roadmap with a focus on business value vs. risks of proposed product line.
- Onboarded contractors to prototype interactive experiences, guiding creative development.
- Conducted project retrospectives to evaluate results, share learnings, and align on next steps.
- Created NDAs and RFPs, and executed SOWs and contract amendments, with vendors.

TELLTALE GAMES, San Rafael, CA
Tech Art Producer

May 2017 – December 2017

- Created 12 artist schedules, task lists, and dashboards in JIRA, scheduled milestones and monitored progress, and redistributed work as needed for three story-based video game series.
- Optimized production workstream, reducing overtime and increasing artist retention.

OCULUS (PRO UNLIMITED), San Francisco, CA
VR Producer

June 2016 – January 2017

- Produced [MISSION:ISS](#), the first VR experience set on the International Space Station to market.
- Developed online word-of-mouth social marketing that earned over 4 million users.
- Built and maintained relationship with development team, scoped feature list, scheduled digital asset development, conducted creative reviews, and approved final deliverables.
- Selected and hired sound designers, scheduled voiceover sessions, led recordings and directed talent, and made final take selects.
- Worked with NASA legal department to acquire content clearances and likeness releases.
- Playtested and evaluated builds to determine progress, and measured against project budget.

INDUSTRIAL LIGHT AND MAGIC, San Francisco, CA
Production Manager

May 2010 – January 2016

- Managed VFX on multiple blockbuster films that grossed over 4 billion dollars, showcasing ability to handle large-scale projects and studio clients.
- Supervised international vendors and handled multimillion-dollar budgets, highlighting skills in global project management.
- Earned new business for the studio in bidding projects and managing VFX tests, showing strategic planning and negotiation skills.
- Besides extensive feature work, produced VFX in integrated campaigns for [Oreo](#) and [ESPN](#).

Education

UNIVERSITY OF WASHINGTON, Seattle, WA
Bachelor of Arts, Communications | Bachelor of Arts, English