

Kevin Field

(323) 365-8658 | kevinfield@gmail.com | [LinkedIn](#) | [Portfolio](#)

CREATIVE PRODUCER

Creative Producer with 15+ years operating as the operational-excellence "glue" for internal creative teams, owning end-to-end production across product marketing, brand, performance marketing, and events for category-defining tech and entertainment studios. Deep VFX and live action production fluency with hands-on Flow (ShotGrid) experience keeping multi-unit, multi-vendor projects on schedule across globally distributed pipelines. Equally fluent applying AI and automation (FigJam AI, automated transcription) to improve speed, scalability, and quality of creative production. Trusted cross-functional partner who translates creative ambition into clear production plans, protects creative time, builds repeatable systems, and balances speed/quality/authenticity/business needs across motion, animation, and live action content.

Core Skills: Internal Creative Production • Workback Schedules & Team Milestones • JIRA Board Management & Workflows • Confluence Documentation • VFX & Live Action Video Production • Cross-Functional Partnership (Design, Marketing, Brand) • Creative Resourcing • Team Health & Consistency Focus • AI-Driven Production Tools • Distributed Team Management • Vendor & External Agency Management • Solution-Oriented Problem Solving • Negotiation With Peers & Partners • Figma & FigJam • Adobe Creative Suite • Agile Methodology • JIRA • Confluence • Asana • Google Workspace • MS Office

PROFESSIONAL EXPERIENCE

Freelance, Novato, CA
Consultant

December 2025 – Present

Cutting recurring operational overhead for [Erin Lacey Events](#), a local event production company, by architecting AI-driven workflows to automate billing and invoicing.

Meta (TEKsystems), Remote, CA
Design Program Manager

October 2024 – May 2025

Drove cross-functional design program delivery across Meta's Horizon OS platform, partnering with Creative leads, Product Management, Engineering, and TPM teams to execute on-brand work at speed across globally distributed teams.

- **Cut retrospective-to-action time by ~50% across cross-team creative reviews** by applying AI tooling (FigJam AI) to translate ambiguous stakeholder feedback into grouped and prioritized recommendations.
- **Reduced delivery risk across a 15-person design org by 30%** by building a real-time capacity planning tool that surfaced production resource gaps two sprints ahead of impact and protected creative work from disruption.

Meta (DigitalFish), Burlingame, CA
Senior Producer, AR Brand Partnerships

November 2020 – March 2023

Led creative production across a partner program for 30+ external brand and product marketing partners, running pilot testing across briefing, vendor management, and end-to-end delivery through launch and iteration.

- **Owned full creative lifecycle across concurrent partner campaigns**, acting as primary POC for brand partners, tracking handoffs from brands to technical studios to Meta, and maintaining brand integrity across Engineering, Design, and Brand stakeholders.
- **Drove a 4% average lift in sales conversion across AR Try-On formats**, as measured by A/B test results, by running iterative test-and-learn cycles from creative brief through placement, partnering with engineers and brand teams on performance optimization that drove the next wave of creative.
- **Improved team operational efficiency by 20%** by restructuring the asset library and trafficking workflow into a self-serve production system in Confluence.
- **Served as the "glue" for the creative team** by setting agendas, leading meetings, distributing action items, and coordinating creative-plus-technical partners around shared workflows.

Facebook (DigitalFish), Menlo Park, CA
Creative Producer, Augmented Reality

July 2019 – November 2020

Creative Producer inside Facebook's internal AR Studio, owning end-to-end delivery of 100+ AR effects and experiences across video-conferencing platform and paid surfaces, partnering with cross-functional teams from concept through final delivery.

- **Delivered short-form live-action video content on schedule** by assembling production crews, supervising live-action shoots (cameras, lighting, talent direction), and overseeing post-production through final cut.
- **Cleared external agency and vendor handoffs across productions** by initiating contracts, authoring SOWs, managing localization handoffs, and enforcing QA.
- **Launched a flagship [AR chat experience](#)** built on HARRY POTTER theatrical IP across paid social, organic social, and in-theater surfaces by scoping deliverables with Warner Bros. and coordinating licensor approvals.

Facebook (Vertisystem), Menlo Park, CA
Producer, AR Hardware

July 2018 – July 2019

Drove cross-functional production for next-generation AR hardware, coordinating Design, UX, Engineering, and Prototyping teams and producing internal creative content that unlocked leadership alignment on the roadmap.

- **Produced internal video content of prototype demos** that secured stakeholder buy-in for the next AR hardware milestone, by overseeing shoots and post-production and directing contractor creative development.
- **Held delivery on track across concurrent hardware/software workstreams** by managing dependencies in JIRA, removing blockers, and onboarding contractors.

Freelance, Brisbane, CA
Immersive Video Producer

March 2017 – April 2018

- **Provided filmmaking and capture guidance** to producers of 360-video content.

Telltale Games, San Rafael, CA
Central Teams Producer

May 2017 – December 2017

Coordinated production across three concurrent AA game franchises, managing 12 tech artists across milestone tracking and dependencies in JIRA.

- **Enabled cross-team resource planning across team** by building scalable JIRA dashboards and workflow boards that surfaced dependencies early.

Oculus (Pro Unlimited), San Francisco, CA
VR Creative Producer

June 2016 – January 2017

Achieved 5M+ user engagements and an Emmy nomination for [MISSION:ISS](#), the first VR title set on the International Space Station to market, leading end-to-end production from pre-production through launch.

- **Drove pre-launch awareness with a short-form video campaign** by writing the treatment and experience script, producing a [preview trailer](#) (236K on YouTube), and editing promotional video content in Adobe Premiere Pro.
- **Cleared 100% of content rights and likeness releases ahead of launch**, as by partnering with Oculus and NASA Legal under tight stakeholder approval timelines.
- **Translated user testing feedback and post-launch performance data into roadmap iteration** by running playtests and synthesizing findings into the briefing pipeline.

Industrial Light and Magic, San Francisco, CA
Production Manager

May 2010 – January 2016

Delivered on-time, on-budget VFX on STAR WARS and TRANSFORMERS franchise productions (\$4B+ box office), using ShotGrid to keep multi-unit projects on schedule.

- **Produced VFX in multi-channel performance marketing campaigns** including [Oreo](#) and [ESPN](#), as measured by broadcast and social reach, by bridging entertainment IP and advertising across video and web placements.

EDUCATION

University of Washington, Seattle, WA

- Bachelor of Arts, Communications
- Bachelor of Arts, English
- Certificate, Film Production