Salvador Luna

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Career Profile

Video Producer & Film Director who constructs client projects from initial concept to final edit. Specializes in the three stages of content creation from pre-production, through production, to post production.

Focuses on story development, script writing, and storyboard design to capture client goals. Captures elements via cinematography, green screens, and directing talent. Polishes and finalizes product with editing, sound design, titles, motion graphics, and basic visual effects.

Key Skills

Directing Story Development Storyboarding

Script Writing Cinematography Lighting / Green Screen

Editing - FCP / Premiere Sound Design - ProTools VFX - Motion / After Effects

Experience

Freelance Director 2001-2017

Nitrate Films San Francisco CA

As and producer, writer, and director for Nitrate Films, engaged in all levels of film making. Applied full range of skills to create stylized and compelling content for Nitrate Films and clients.

- Directing a micro budget feature film focused on getting great performances from our talent which made "In Close Orbit" an enthralling narrative.
- Directing the short film "The Simulant Mechanism" utilized my green screen and motion capture knowledge which established the film in its science fiction setting.
- As director and cinematographer utilized my skills to set up a mobile rig on a music video set in nature which kept the production moving rapidly at high value.
- Wrote short and feature length scripts which allowed me to enter contests, engage at pitch meetings, and shoot short films.

Cinematographer, Grip

2016

Studio B Films, Berkeley CA

Worked as a grip, 2nd AC/DIT, and Cinematographer on set & assisted the rental house with repairs. Acted as an assistant editor on adobe premiere. Went above regular duties resulting in:

- Designed a mobile data transfer station which increased security and production speed.
- Designed a safety system for a top heavy jib arm which increased camera and talent safety.

- Organized equipment which helped increase production speed.
- Repaired broken equipment which helped reduce downtime and repair costs.

Instructor 2015

Academy of Art University, San Francisco CA

Instructed students in the area of producing with a focus on crowd funding and social media marketing. This prepared students to launch real world campaigns to gain funding for thesis projects. Results included:

- Provided story development for student film projects which helped them identify project fundraising strengths.
- Provided instructions on how to give actionable critique which helped students identify and fix limitations in their projects.

Additional Experience

Media Producer & Desktop Support Engineer

TechSoup Global, San Francisco CA

2006-2013

Repaired and troubleshot computer systems and networks and created video content for the non-profit. This included:

- Used my abilities to problem solve to find solutions to varied technical issues which allowed for my organization to maintain the flow of daily operation.
- Designed Mixed Reality event which allowed online avatars share space with physical space event attendees.

Certifications

Bay Area Video Coalition, San Francisco, CA Preditor - Preproduction to final Edit	2017
Producing Intern Kopelson Entertainment, Los Angeles CA	2005
VFX Intern Sony Image Works, Los Angeles CA	2005
Sound Engineer Intern Sound Design Studios, Santa Barbara CA	1998

Education

Bachelor of Arts, Politics

University of California at Santa Cruz, Santa Cruz, CA

Masters of Fine Arts, Motion Pictures & Television

Academy of Art University, San Francisco, CA

Additional Information

Outside interests include role playing games, video games, and martial arts.