


IVAN REEL

VISUAL DESIGN | VFXARTIST- UNREAL | PRODUCT MANAGEMENT

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Toronto, Canada 

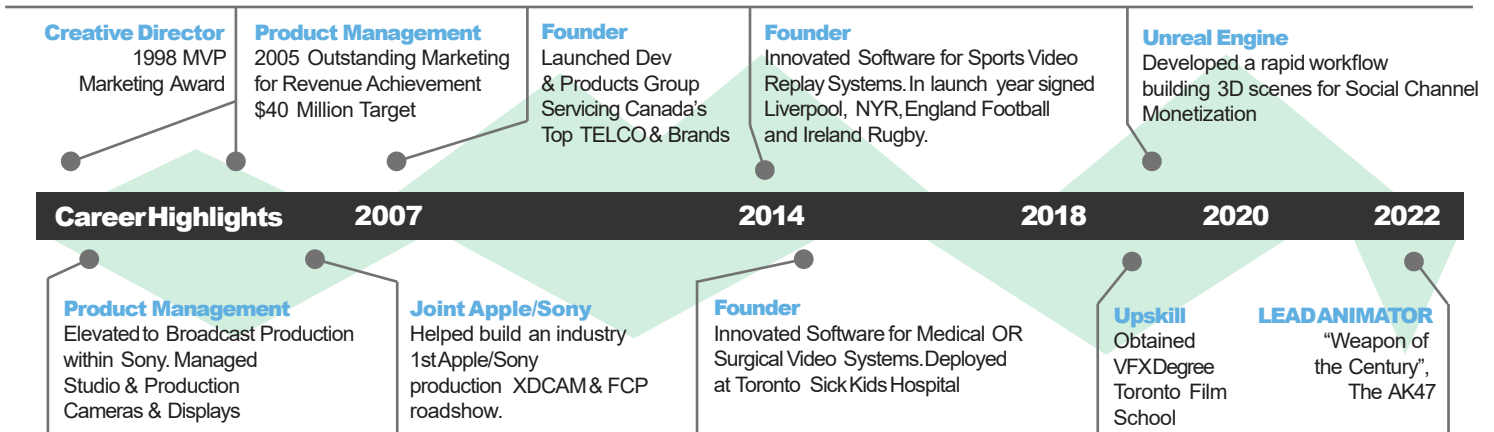
Career Statement

During my 20+ years of Marketing and Sales, Broadcast Solution Design and Build, Production, Advertising, Product Management, and Product Training, I have profoundly impacted top-name brands, whether they were clients or an employer. My diversity in skill and competency has allowed me the honour and privilege to do exceptional work for Sony and Sony Broadcast, Apple, New York Rangers, Liverpool FC, U.S. Army at Westpoint, Australia Cricket, Ireland Rugby and many others.



ivan.reel@gmail.com

To view examples of my work and career path navigate to <http://www.ivanreel.com>



Technical Skills

VFX Software

Maya (Intermediate)
Nuke (Beginner-Intermediate)
U5 (Intermediate-Expert)

Design, UI/UX, Publish

Adobe Illustrator (Expert)
Adobe Photoshop (Expert)
Adobe XD (Expert)

Dev Management

JIRA (Refresher needed)
CISCO iOS (Beginner)
Salesforce (Refresher needed)

Agile Accredited

Scaled Agile PM/PO

Experience

2021 - Present
UE ARTIST, LEAD - Underknown Inc.
I balance the aesthetics and technical requirements of assets and world creation for digital reenactments. I am responsible for optimizing external created assets to work in Unreal Engine for Virtual Productions. Duties also include realizing ideas/concepts by creating exciting, immersive video sequences.

2007 - 2018
Founder - AvocaApp SoIns.
Building myplayXplay™ from inception to execution - a professional sports video replay iOS App. It was a world first in wireless multi-angle video replay and tagging, coding and recording to iPad.

Acquired International and Professional Coaches in Pro Sports.

2019 - 2020
Product Manager - Imagine Com. Inc.
Scoped needs and requirements developing software for ST2110/2022 for IP Flows.

Managed key strategic global OEM relationships with software Vendors.

Continuous customer management and engagement for large Broadcast installations.

2007 - 2018
Founder - AvocaTech Inc.
Ongoing management of Avoca Branded Products with multiple China Factory visits for product procurement and sourcing.

Created year-over-year product concepts for handset manufacturer augmenting their "go to market" mobile strategies.

2001 - 2007
Senior Product Manager - Sony
Managed all Camera Product Lines, Interconnect COAX, TRIAX, CCUs and Monitoring. Built sales & marketing for HDCAM, XCAM, DXC Studio and HDC Studio, Prosumer Handheld.

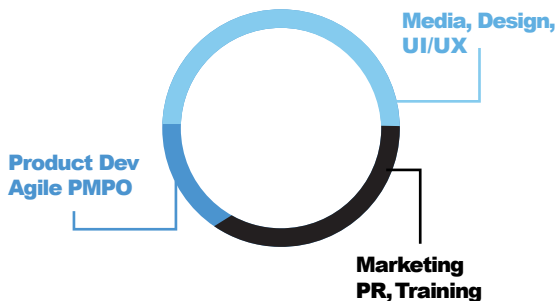
Participated in all Tender processes with the Sony team for broadcast base.

1999 - 2001
Product Manager & PR - Apple
Managed and promoted all Macintosh Product Lines for country while developing and maintaining Budgets and Forecasts.

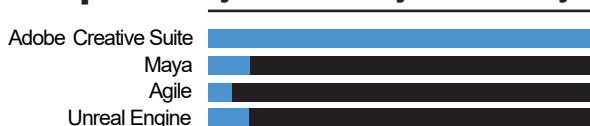
Additionally was assigned to be PR spokesperson for the country.

Continued online at www.ivanreel.com

Competencies Ratio



Top Skills



Education

Toronto Film School - VFX Associate Degree
UX Institute.com - UX/UI Associate Degree
Memorial University - Undergraduate in English Lit & Psych
CALC - High School Grade 13 OAC Graduation Year
Brebeuf College School, Ontario - High-school

Interests

Lots of books

Even more Film

Sport Science