

Rodrigo Dadona

Motion. 3D. Generative AI pipelines. Hybrid filmmaking.



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Available remote · hybrid · on-site

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Nearly twenty years directing audiovisual projects in production companies with clients in Brazil, the United States and Spain. I started as a finishing artist and colorist in film post-production, moved into art direction for advertising, corporate and government campaigns, and into creative direction with multidisciplinary team coordination. Today I handle the complete project, from script to final master.

More than **800 audiovisual pieces produced** for brands, institutions and corporate clients over nearly two decades, with **reduced production times through the integration of generative AI** in workflows validated to final-client standard. AI is one more layer in a pipeline I already master, not a substitute for judgment.

SELECTED BRANDS I'VE WORKED FOR THROUGH PRODUCTION COMPANIES

Honda · Burger King · Banco do Brasil · Caixa · Carrefour · Natura · H.Stern · Globo · GNT · Canal Futura · Record · Folha · Lupo · ADM · American Tower · ANBIMA · CMOC · Marista · Carmen Steffens · Athletica Nutrition · 1982 USA · Borborema · Vitaliv · AmFi

EXPERIENCE

Creative Director — AI Production Services

2024 → present

Tropix — Production company · United States · Remote

Creative direction and visual supervision of advertising pieces for end clients in the US market, with hybrid AI + traditional motion pipelines validated to final-client standard. Visual identity definition, art direction over the generated result, and technical coordination of the complete pipeline, maintaining cross-shot cinematic consistency.

Senior Motion Designer & Art Director

2019 → present

Prosa Press — São Paulo · Remote

Sole owner of the audiovisual pipeline for institutional, B2B corporate and government communication campaigns: from script to final master, with the accelerated production cycles typical of the Brazilian market. Art direction, illustration, 2D and 3D animation, editing, color grading and sound design integrated into a single flow. Early adoption of generative AI (Suno, Higgsfield, Kling, Veo 3, Nano Banana 2) as a stable part of the pipeline, with final-client-level results.

Senior Art Director — Creative Team Lead

2017 → 2019

Lamaglia — São Paulo

Senior art direction for advertising campaigns and corporate communication in the sports textile industry. Coordination of a team of five illustrators: defining visual direction, technical supervision of deliverables, and final review before client delivery.

Art Director

2015 → 2017

Lume Studio — São Paulo

Art direction for advertising, corporate and government campaigns, integrating illustration, motion graphics and 3D into a single cinematic pipeline.

Creative Director

2011 → 2015

CineGroup — Brasília

Creative direction of advertising, corporate and government communication campaigns, with responsibility for the visual proposal, narrative and pipeline supervision on each project. End-to-end production: illustration, motion in After Effects, 3D modeling and animation in Cinema 4D and Maya, editing and color in Premiere.

Finishing Artist — Motion & 3D

2010 → 2011

14Bis Films — Fortaleza

Editor & Finishing Artist

2007 → 2010

Film Center — Curitiba · cinematic pipeline with Autodesk Smoke

Finishing Artist — Motion & 3D

2006 → 2007

Digital Films — São Paulo · first professional studio experience

TECHNICAL PIPELINE

Motion	After Effects
3D	Cinema 4D, Maya
Render	Octane, Redshift, V-Ray, Corona
Color & editing	DaVinci Resolve, Premiere, Autodesk Smoke
Design	Adobe Suite, Figma
Sound	ACE Studio 2
AI · video	Higgsfield Cinema Studio, Kling, Veo 3, Seedance 2.0, Runway
AI · image	Nano Banana 2, GPT Image, Midjourney, Flux
AI · audio	Suno, ElevenLabs
Sectors	Fintech, banking, retail, automotive, jewelry, sports textile, institutional communication, corporate branding, B2B, media & press

EDUCATION

Design — Universidade Anhembi Morumbi
Character Animation · Cinematography & Film/Video Production — Onfire 2.0 · 2012—2014
Advertising — Anhanguera Educacional · 2009—2014
Computer Engineering (partially completed) — Universidade Cruzeiro do Sul

LANGUAGES

Portuguese — Native · Spanish — C1 (resident) · English — Professional working proficiency (B2)

PREVIOUS BACKGROUND

Nine years in graphic arts (offset, screen printing, large format): a foundation in industrial production and color management that today brings technical rigor to the audiovisual pipeline.