

Vlad Bina

Summary:

Vlad creates art direction, design and technical supervision for digital sets.

He combines architectural and 3D computer graphics training to supervise the design, construction and asset management of digital environments both within the Art Department and VFX studios. Worked in 3D alongside Production Designer and art department team to obtain final approval for concept before taking the 3D /2D assets further into pre-visualization and post production.

Vlad has 14 years of visual effects experience working with computer graphics projects. He's supervised 3D modelers, animators, compositors and programmers from shot inception to final delivery. He has extended experience in 3D modeling, image retouching, rendering and animation applications Maya, mental ray 12y , Shake 3y, Adobe Photoshop CS 17y, Adobe Premiere and AutoCAD

Work Experience:

Warner Bros

2013

Art Director

- Man Of Steel
- Production Designer Alex McDowell, Director Zach Snyder

DreamWorks Animation

2013

3D Concept Artist, Digital Set Designer

- Rise Of The Guardians
- Production Designer Alex McDowell
- Worked with Production designer to design and build 3D environments optimized both for virtual scouting and design style panels based on rendered 3D models and short camera animations, helped develop Intersense presentation protocols for full immersion in a 3D environment and real time camera manipulation.

Pilot

2013

Art Director Digital Sets, 3D Environment TD

- Dinner With History, television

Onyx Films

2012

Art Director Digital Sets

- Production Designer Alex McDowell, Director Juan Solanas

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| New Regency Art Director <ul style="list-style-type: none">• In Time• Production Designer Alex McDowell, Director Andrew Niccol | 2011 |
| MIT Media Lab Visual Development, 3D TD <ul style="list-style-type: none">• Death And The Powers, opera | 2011 |
| DreamWorks Animation 3D Concept Artist, Digital Set Designer <ul style="list-style-type: none">• Megamind• Production Designer David James, Director Tom McGrath | 2010 |
| Paramount Pictures w/ The Syndicate Digital Set Designer, 3D Environment TD <ul style="list-style-type: none">• Shine A Light - Rolling Stones• CG Supervisor Danny Braet, Director Martin Scorsese | 2007 |
| Sony Pictures w/ Cafe FX Digital Set Designer, 3D Environment TD <ul style="list-style-type: none">• Spiderman 3• CG Supervisor Akira Orikasa, Director Sam Raimi, | 2007 |
| NAU Creative Visual Effects Supervisor <ul style="list-style-type: none">• MTV Movie Awards• Director Raffi Simonian | 2007 |
| Full Tank 3D Concept Artist, Lead 3D Environment TD <ul style="list-style-type: none">• Team One• Corporate design package | 2007 |
| Columbia Pictures w/ The Senate Digital Set Designer, 3D Environment Supervisor <ul style="list-style-type: none">• The Da Vinci Code• VFX Supervisor James Madigan, Director Ron Howard | 2006 |
| The Syndicate Art Director Digital Sets, 3D Environment TD <ul style="list-style-type: none">• ESPN Monday Night• VFX Supervisor Danny Braet | 2006 |

- Dimension Films w/ Cafe FX** 2005
Digital Set Designer, Lead 3D Artist
- Sin City
 - CG Supervisor Everett Burrell, Director Robert Rodriguez
- The Syndicate** 2005
Art Director Digital Sets, 3D Environment TD
- Ford Fusion, ad campaign
 - VFX Supervisor Danny Braet
- Warner Bros.** 2004
Digital Set Designer, 3D Environment TD
- Cat Women
 - VFX Supervisor Kim Libreri, Director: Pitof
 - Virtual background tools for photogrammetric reconstruction and extended dynamic range texturing methods used for set reconstruction from Lidar scanned data for "Cat Woman" (Warner Bros. 2004). Shot development, digital sets, rendering, camera animation for "Matrix Reloaded" and "Matrix Revolutions" (Warner Bros., 2003). Used Maya for modeling and design. Rendered the scenes with mental ray using proprietary shader library and light extraction algorithm. For the night scenes, the sets were built around the ESC virtual background tools for photogrammetric reconstruction and extended dynamic range texturing methods. Responsible for the sets around the freeway chase, the jet shot and the night flight in "Matrix Reloaded". Responsible for the city design for the sky fight sequences in "Matrix Revolutions".
- Warner Bros.** 2004
Digital Set Designer, 3D Environment TD
- Matrix Revolutions
 - VFX Supervisor Kim Libreri, Director: Wachowski Brothers
- Warner Bros.** 2003
Digital Set Designer, 3D Environment TD
- Matrix Reloaded
 - VFX Supervisor Kim Libreri, Director: Wachowski Brothers
- Warner Bros., Manex VFX** 2001
Digital Set Designer, 3D Environment TD
- 13 Ghosts
 - VFX Supervisor Dan Glass, Director: Steve Beck
 - Worked with production design team to transfer a built environment into its digital equivalent. The set was designed by Sean Haregreaves for "13 Ghosts" (Warner Bros., 2001). Used Maya for modeling, texturing and lighting. Cameras were extracted from live footage and tracked in Maya on a shot by shot basis. Worked with visual effects supervisor

and editorial to customize Maya and Shake for rendering in the specific color space required for film production. Responsible for several shots from inception to final delivery.

Education:

Pratt Institute / Massachusetts Institute Of Technology New York, NY / Cambridge, MA
Awarded Fulbright Scholarship to pursue Master of Architecture 2 with a minor in CAD. 1992 - May 1994. Credits were taken both at Pratt and Massachusetts Institute of Technology. Thesis: "A study on the relations among visual perception psychology, the logic of typology processes and the theoretical basis of computer aided design". Thesis adviser: Dr. Richard Scherr - Chair of the Graduate Department of Architecture, Pratt Institute. "ION MINCU" INSTITUTE OF ARCHITECTURE Bucharest, Romania Master of Architecture, 1984 -1990 Thesis: "A Multifunctional Art Center".

Awards:

- 2009 Perspective Magazine, Art Directors Guild "The Medium And the Message" (article)
- 2008 Elemental 3 Awards Committee *
- 2007 Computer Graphics World: "Entertainment architects" (interview)
- 2007 Maya Masters nominee *
- 2007 Judge for CG Architect International Visualization Competition*
- 2007 VizMasters Convention presentation: "Hybrid Production Design Pipelines" (article)
- 2006 Computer Graphics World: "Staging Action on Virtual Sets" (interview)
- 2006 Cinefex: "The DaVinci Code"
- 2006 CG Architect: "Production Design: from analog to digital to built environments [..]" (article)
- 2006 3D World: "The DaVinci Code" (interview)
- 2004 Cinefex : "Matrix Revolutions, heavy metal" (short interview)
- 2004 CGNetworks: "Matrix Revolutions" (short interview)
- 1998 Computer Graphics World: "A Case For Digital Set Design" (article)
- 1998 Internet site (www.xybd.com) selected and published by exclusive "TOP 3D Artists Ring"