

Rafael Castelblanco

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Education

MFA, Pratt Institute, Brooklyn, NY, May 1990 – Concentration in 3D Design and Animation
Bachelor of Industrial Design, Pontificia Universidad Javeriana, Bogotá, Colombia, December 1986

Academic Appointments & Teaching at Pratt Institute

Visiting Instructor

Computer Graphics Department, Pratt Institute, Brooklyn

Professional Experience – Film, Television & Advertising

Freelance Technical Director – Baraboom Studios, New York, 2017–Present

- Participated in the production of *Sinners*, directed by Ryan Coogler, using Unreal Engine for previsualization (lighting studies, camera design/testing, timing previews, VFX integration).
- Worked with the Director of VFX to resolve technical and creative challenges prior to live-action shoots.
- Directed integration of virtual environments and VFX elements in postproduction.
- Provided previsualization for high-end commercials and the television series *1923* starring Harrison Ford.
- Earlier projects include previsualization for *Jurassic World: Dominion* (2021) for ILM and virtual reality experiences for Oculus (2017).

Technical Director – Blue Sky Studios, White Plains, NY, 2000–2008

- Participated in the production of feature films including *Ice Age*, *Robots*, *Ice Age: The Meltdown*, and *Horton Hears a Who*.
- Participated in the production of the Academy Award-nominated animated short *Gone Nutty* (2002).
- Participated in the production of *Ice Age* (2002), nominated for Best Animated Feature at the 75th Academy Awards.
- Developed proprietary lighting setups and pipeline improvements used studio-wide.

Senior CG Director/Artist – R/Greenberg Associates, New York, 1994–2000

- Directed and supervised a full 3D production team of TDs, animators, and programmers specialized in 3D FX and animation.
- Served as VFX Supervisor on live-action shoots, collaborating with advertising agencies and directors.
- Oversaw and executed high-end commercials, competing with ILM and Digital Domain.
- Participated hands-on in technical direction and advanced 3D lighting.

Founder & Creative Director – Digital Bohemia, New York / Bogotá, 2004–2020

- Founded and managed a full-production advertising company from concept through final delivery.
- Directed award-winning campaigns for Colombian financial institutions including Corficolombiana and Megabanco.
- Introduced high-end 3D graphics pipelines to the Latin American advertising market.

Research & Development – 3d3plus, New York, 2012–2015

- Explored photogrammetry (photometry) to create accurate 3D scans.
- Developed innovative applications of 3D printing and presented at NYC 3D Printing Design Show.

Director, 3D Computer Graphics Department – Broadway Video, New York, 1990–1994

- Directed, designed, and executed 3D computer graphics for clients such as Kodak, Sony, ESPN, MCI, and Showtime.
- Managed complex schedules, budgets, and production pipelines.
- Collaborated on graphics for Saturday Night Live and Broadway Video Interactive.

Lectures & Presentations

- Guest Speaker, NAB 98 – Softimage “Best Commercials 1997.”
- Presenter, “Developments in 3D Animation,” Teatro Jorge Eliecer Gaitan, Bogotá, 2005 – City Government event showcasing work on *Ice Age*.

Selected Filmography & Major Commercials

- *Sinners* (Feature Film, Directed by Ryan Coogler) – Technical Director, Baraboom Studios
- *1923* (Television Series starring Harrison Ford) – Previsualization, Baraboom Studios
- *Jurassic World: Dominion* (2021) – Previsualization, Baraboom Studios for ILM
- Virtual Reality projects for Oculus (2017) – Baraboom Studios
- *Ice Age* (Feature Film) – Technical Director, Blue Sky Studios
- *Gone Nutty* (Animated Short) – Technical Director, Blue Sky Studios
- *Robots, Ice Age: The Meltdown, Horton Hears a Who* – Technical Director, Blue Sky Studios
- High-end commercials for Oldsmobile, Dodge, Shell, Kodak, Sony, ESPN

Technical Skills / Expertise

- Software: Unreal Engine, Maya, Arnold, Nuke, Houdini, ZBrush, Substance Painter
- Methods: Previsualization, 3D lighting and rendering, photogrammetry (photometry), pipeline optimization, VR environment creation
- Tools: 3D printing and scanning technologies, advanced camera and lighting design for VFX

Awards & Honors

- Academy Award Nomination, *Gone Nutty* (2003) – Best Animated Short Film
- Academy Award Nomination, *Ice Age* (2002) – Best Animated Feature
- Oldsmobile “Caught Their Eye,” Animation Magazine Top 10 Animated Spots Awards, Finalist
- London Effects and Animation Festival, London International Awards
- Medical Award 1992, Kodak television commercial “The Killer Cell.”
- Pratt Institute Student Scholarship