

Vanderlei Santana



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Head Of Production

Award-winning Head of Production and AI Production Leader with 12+ years of experience across animation & post and emerging technologies.

Leads global, distributed teams, builds scalable and structured production pipelines, and develops AI-native workflows for modern content.

Background includes progression from Motion Designer to leadership roles such as Head of Motion and Director, with a strong focus on clear processes, organization at scale, and delivering high-quality work.

Skills

- › Risk & Quality Control
- › Project & Team Management
- › Budget & Resource Allocation
- › Workflow Optimization
- › Communication & Collaboration
- › Industry Trends & Innovation

Languages

Portuguese	Native speaker
English	Highly proficient
Spanish	Very good command

Links

[website](#)
[linkedin](#)

Employment History

1 Head of Production

Invisible Universe Inc, New York City

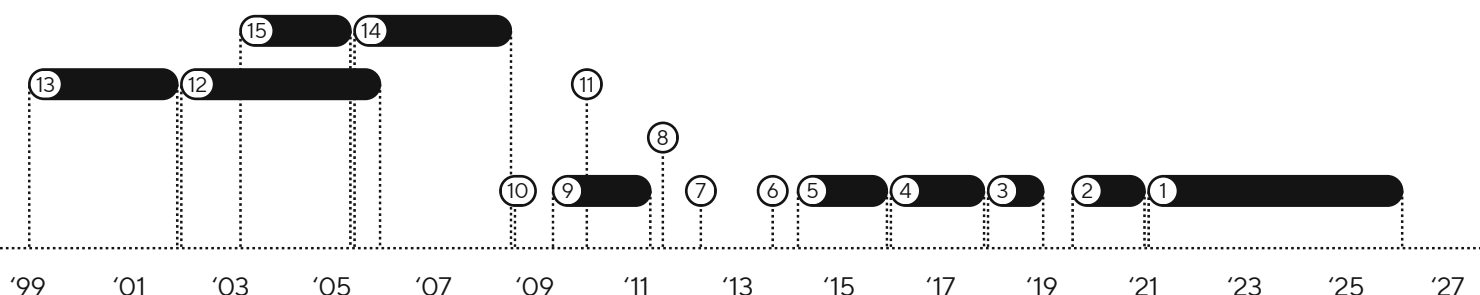
Feb 2021 – Feb 2026

Played a key leadership role at **Invisible Universe**, a venture-backed media company supported by leading Silicon Valley and media investors. As a founding member, helped shape and scale a global animation studio designed for speed and flexibility, delivering character-driven content for modern platforms.

Led production across international, distributed teams, building clear processes, pipelines, and workflows that allowed multiple projects to run simultaneously while

maintaining consistency and delivery standards. This included integrating Unreal Engine workflows and motion capture to improve speed, flexibility, and efficiency.

Later, operated in a hybrid role across Production and Product, collaborating with technologists to help build **Invisible Studio**, an AI-driven creative tool for short-form content. Worked hands-on with emerging tools in real production environments, testing what works and how to integrate them into practical workflows.



2 Head of Production

Roof Studio LLC, New York City

Aug 2019 – Jan 2021

Produced high-end animation and post-production projects at Roof Studio, a studio recognized for its strong visual craft and detail-driven approach to animation. Contributed to award-winning work across advertising and digital platforms, with a focus on precision, polish, and execution.

Led complex international projects while working closely with directors, artists, and technical teams. This period played a key role in shaping his approach to quality, process, and collaboration.

Alongside production work, developed a strong global network of artists, animators, and technical collaborators. Known for bringing clarity and organization to complex creative challenges, building structured teams and workflows while maintaining high creative standards and reliable delivery.

3 Project Manager & Team Assembly

Zombie Animation Studio, São Paulo, Brazil

Dec 2017 – Jan 2019

Managed production schedules, budgets, and resources. Collaborated with the creative team to set project goals and timelines. Ensured projects met quality standards, deadlines, and budget. Handled risk management, anticipating and mitigating challenges. As Team Assembly lead, I formed skilled teams by identifying necessary skillsets, interviewing candidates, and combining talents for optimal results.

4 Project Manager & Team Assembly

Santa Transmedia, São Paulo, Brazil

Jan 2016 – Nov 2017

Managed production schedules, budgets, and resources. Collaborated with the creative team to set project goals and timelines. Ensured projects met quality standards, deadlines, and budget. Handled risk management, anticipating and mitigating challenges. As Team Assembly lead, I formed skilled teams by identifying necessary skillsets, interviewing candidates, and combining talents for optimal results.

5 Production Coordinator

The Kumite (Flag.cx), São Paulo, Brazil

Mar 2014 – Dec 2015

Managed production timelines & resources while fostering inter-departmental communication. I tracked projects, addressed challenges, and assisted upper management with reports and vendor interactions. Often, I was the primary contact for resolving production issues or discrepancies.

6 Head of Motion

The Kumite (Flag.cx), São Paulo, Brazil

Sept 2013 – Feb 2014

Oversaw animation quality, ensuring alignment with director's vision. Addressed technical motion challenges, collaborated across departments, promoted team development, and optimized animation pipelines.

7 Motion Designer & Video Composer

Consulado, São Paulo, Brazil

Apr 2012 – Sept 2012

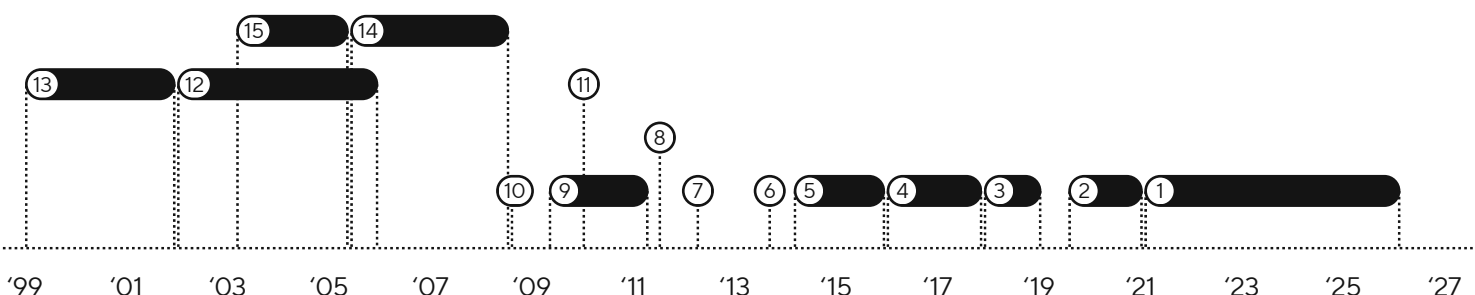
I animated graphics across media, turning briefs into captivating motion designs using illustration, typography, and animation. I also merged live-action with digital elements in film/video for a seamless, natural result using top industry tools.

8 Director

Yellow Studio, São Paulo, Brazil

Jul 2011 – Dec 2011

I merged live-action, effects, and graphics to create compelling narratives. Blending real footage with digital elements, I ensured a seamless fusion. Guiding both on-set and post-production, I ensured complementary effects and animations. My role defined pacing, transitions, and visual style, balancing tangible and digital elements harmoniously.



9 Animation Director

Laruccia Animation Studio, São Paulo, Brazil

May 2009 – Apr 2011

After live-action, as Animation Director, I melded animations with existing footage. Reviewing live shots, I ensured consistent lighting and motion in animation overlays. With post-production teams, I honed animations for a smooth fusion, maintaining visual and thematic narrative integrity.

10 Motion Designer & Video Composer

Laruccia Animation Studio, São Paulo, Brazil

Aug 2008 – Apr 2009

I animated graphics across media, turning briefs into captivating motion designs using illustration, typography, and animation. I also merged live-action with digital elements in film/video for a seamless, natural result.

Education

11 IED – European Institute of Design

Illustration 1-Year Experience,
São Paulo, Brazil

2010

12 Social Communication, Bachelor of Arts

UAM (Universidade Anhembi
Morumbi), São Paulo, Brazil

Jan 2002 – Dec 2005

13 High School

Colégio Argumento Objetivo,
São Paulo, Brazil

Jan 1999 – Dec 2001

Internships

14 Video Editor Intern

Laruccia Animation Studio at
São Paulo, Brazil

Jun 2005 – Jul 2008

Managed the Betacam archive, ensuring tapes were systematically organized. While assisting editors, I developed my passion for animation which led me to collaborate with the animation team in my spare time, where I gained my first skills in rotoscoping and motion design.

15 Video Editor Intern

Video-In Comunicações at São
Paulo, Brazil

Mar 2003 – May 2005

During my initial venture into video production, I edited the 'LiquidaMix' shopping TV show. This role immersed me in an analog environment where I mastered linear editing with Betacam tapes and experienced CG integration, shaping my early skillset in the field.

