Omz Velasco

Creative Strategist & Immersive Media Director

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Visionary leader with nearly 30 years of experience at the intersection of **AI, interactive storytelling, and real-time media production**. I specialize in **bridging creative and technical execution**, optimizing AI-driven workflows, and leading teams in **game development, XR, and emerging content platforms**. A **decision-maker under pressure, adaptive innovator, and strategic leader**, I thrive in **fast-evolving creative landscapes** and bring AI-powered storytelling to life.

Geeky Insights — *Chief Operating Officer*

2024 - present

- Bridging creative vision and operational execution for Wayfarer, a location-based mobile game.
- Developed AI-enhanced workflows for concept art, game design, and video production, optimizing pre-funding development.
- Structured onboarding plans for future hires, ensuring scalable growth post-investment.
- Designed and produced animatics, and trailers to attract investors and partners.

Giant Cranium XR — *Chief Creative Officer*

2017 - 2021

- Interfaced with clients to identify project needs and provided pragmatic logistic solutions.
- Led VR/XR development teams, balancing creative storytelling with technical execution.
- Established strategic international partnerships, enhancing project capabilities and deliverables.
- Interfaced with clients to develop creative solutions aligned with business objectives.

Unity Technologies — *Associate Art Director*

2015 - 2017

- Directed teams in the production of VR challenges, leveraging Unity's real-time engine.
- Conducted experimental R&D on VR animation workflows to push industry boundaries.

Electronic Arts (EA) — *Lead/Senior Creature/Character Artist*

2007 - 2015

- Created hero creatures, bosses, and secondary characters, ensuring high-quality visuals.
- Optimized art pipelines, improving production efficiency across multiple game titles.
- Provided creative direction and quality control for outsourced assets.

Creative & Strategic Leadership

-AI-Enhanced Content Creation
-Real-Time Production Pipelines
-Interactive Storytelling & Game Design
- AI & Emerging Tech Integration
- Decision-Making in Fast-Paced Environments
- Innovation & Creative Problem-Solving

Technical Proficiency

Maya, ZBrush, Blender, Resolve (3D Modeling, Animation, Editing)

Unity, Unreal Engine (Game Development)

AI Tools (Runway, Sora, Luma) for AI-driven video & content generation

Soft Skills

Creative Leadership & Emotional Intelligence

Cross-Functional Team Management

Investor & Stakeholder Communication

Conflict Resolution & Adaptability

Strategic Thinking & Decision-Making in Fast-Paced Environments

AWARDS

Animated Spot "Animal" by **Omz** and **Dino Ignacio Winner** in Converse commercial contest

Short Film "Up the Hill" By **Omz**
Awarded "Most Promising Director" FACINE film festival