

RHONNY TUFINO

CREATIVE DIRECTOR | IMMERSIVE STORYTELLING, FILM & VISUAL EXPERIENCES

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Creative director with 16+ years of experience leading big ideas and building cohesive visual worlds across film, brand, live entertainment, architecture, fashion, and immersive media. Leads projects from concept and story development through art direction, production, and final delivery, aligning multidisciplinary teams around a clear creative vision. Combines fine-art instincts with hands-on production expertise to create audience-centered experiences across physical and digital environments.

CREATIVE DIRECTION • VISUAL DEVELOPMENT • WORLD-BUILDING • EXPERIENCE DESIGN • SHOW & MEDIA PRODUCTION

SELECTED EXPERIENCE

CREATIVE DIRECTOR, ART DIRECTOR & PRODUCER | HEAL THE EARTH PRODUCTIONS / CENTER FOR REGENERATIVE MEDICINE

2024-PRESENT | MIAMI, FL

healtheearthusa.com | neuroregeneration.com

- Led multidisciplinary creative direction across film, branded content, live entertainment, architecture, and immersive media.
- Built a slate of five original feature projects and led production on *The Ghost and Mr. Jones*, spanning screenplay development, visual world-building, casting, cinematography, VFX, and post-production.
- Directed live multicamera comedy shows and operated TriCaster, coordinating cameras, performers, and production crews. Created animated intros, outros, and show graphics, and directed a remote team managing international live broadcasts on YouTube, Facebook, and Instagram.
- Co-wrote a feature-film screenplay and collaborated with Shin Lim on its magic elements; helped develop client pitches to support production, including a proposed concept for Sphere in Las Vegas.
- Led a complete rebrand of the Center and redesigned the building's exterior facade, extending its new visual identity across video, branded content, digital assets, and the on-site experience.

CREATIVE DIRECTOR | RADMILA LOLLY LLC / ELTARA CASATA

MAR 2015-AUG 2024 | MIAMI, FL

radmilalolly.com | eltaracasata.com

- Led a nine-year creative partnership spanning brand strategy, fashion, album campaigns, film, fashion photography, fine art, and live performances and galas.
- Built and maintained the visual world for Radmila Lolly and ELTARA CASATA, directing identity systems, album artwork commemorated on multiple Billboard plaques, editorial campaigns, merchandise, presentations, and event assets.
- Designed patterns and custom merchandise for the brand, including collaborations with Miami HEAT, UM, and Amazon.
- Conceived and produced films, VFX, motion graphics, and large-format screen content at top Miami and NYC venues, including **Carnegie Hall, Times Square, Kaseya Center (Miami HEAT), loanDepot park, Adrienne Arsht Center, and The Temple House.**
- Directed studio and lifestyle photography featured in *Harper's Bazaar*, *Glamour*, *L'Officiel*, and the *New York Post*.
- Shaped live-show aesthetics across lighting, scenic and prop elements, and digital content to create cohesive experiences.

FOUNDER & CREATIVE DIRECTOR | TUFINO STUDIOS

JAN 2012-PRESENT | MIAMI / INTERNATIONAL

tufinostudios.com

- Founded and currently lead an independent multidisciplinary studio delivering creative direction across brand identity, campaigns, film, photography, VFX, live experiences, and fine art.
- Translate open-ended briefs into clear creative strategies and cohesive visual systems, owning projects from discovery and concept through budgets, team assembly, production, post, and delivery.
- Direct cross-functional collaborators and vendors while maintaining creative quality, timelines, and client alignment across digital, print, screen, and physical environments.

EXPERIENCE CONTINUED

SEASONAL CREATIVE DIRECTOR, COMMERCIAL FILMMAKER & PHOTOGRAPHER | MR. FOX GLOBAL

JUL 2021-PRESENT | INTERNATIONAL

mrfoxglobal.com | Seasonal engagements

- Lead campaign creative and production for international brands across the United States, Mexico, and South America, delivering content for social, television, billboards, storefronts, and live events.
- Guide projects from concept and art direction through on-set production and final edit, aligning clients, agency partners, and local crews around one visual strategy.
- Oversee photography, video, design, and motion assets for consistency and quality across markets.

DIGITAL MEDIA CONTENT SUPERVISOR & ARTIST | TLF APPAREL

FEB 2018-MAR 2020 | FORT LAUDERDALE, FL

tlfapparel.com

- Led marketing and media departments, overseeing design, film, photography, and campaign production.
- Led the "Train Like a Freak" to "Take Life Further" rebrand, repositioning TLF as a premium athletic lifestyle brand.
- Directed studio and lifestyle photography and video for premium athletic apparel, preserving accurate color, material, movement, and garment details across e-commerce and campaign content.
- Delivered high-finish editing, color grading, retouching, and web assets for a cohesive digital brand experience.

SELECTED PROJECTS, RECOGNITION & CERTIFICATIONS

Film & Live Performance | tufinostudios.com/film

- **DIVA** - Times Square Trailer and Media Content Featured (3) Times; The Temple House Gala - Live Performance & 360° Projection Mapping.
- **Miami HEAT, Kaseya Center** - Halftime Show Arena Visuals and National Anthem Performance Production; Custom Miami HEAT Merchandise and Storefront/Pop-Up Design with Radmila Lolly.
- **Nikki Exotika** - Million Dollar Barbie Tour - Concert Visuals for LED Screens in (3) Sizes and Ribbon Displays.
- **Lone Rider** - Best Cinematography, Cannes International Cinema Festival; Best Drama, London Movie Awards; Best Cinematography Nominee, Tombstone Film Festival; Official Selection, Festival del Cinema di Cefalu and NIFF Festival. | 2023-2024
- **The Companion** - Audience Choice Award and Official Selection, Miami International Science Fiction Film Festival. | 2024

Evolve Miami - Personal & Leadership Development

Completed Basic and Advanced Training | 2026

Editorial & Cover Work

Harper's Bazaar Vietnam, Glamour Bulgaria, L'Officiel Cyprus, and the New York Post | 2022-2024

Album Cover Artwork Commemorated on (4) Billboard Plaques

Silas H. Rhodes Merit Scholarship

School of Visual Arts, New York

CORE EXPERTISE

CREATIVE LEADERSHIP

Creative Direction, Art Direction, Concept Development, Visual Development, World-Building, Production Design, Brand Systems, Client Presentations

EXPERIENCE & PRODUCTION

Experiential Design, Architectural Art Direction, Film Production, Multi-Camera Production, Live Show Production, Storyboarding, Casting, Production Planning

DESIGN & POST

Graphic Design, Typography, Motion Graphics, 2D/3D Visualization, Cinematography, Editing, VFX Color Grading, Photo Editing and Retouching, Creative Writing (Screenplays & Poetry)

LEADERSHIP & DELIVERY

Cross-Functional Team Direction, Budgeting, Project Management, Vendor Collaboration, Strategic Planning, Quality Control, Public Speaking

TOOLS & AI

Adobe Creative Cloud & AI Tools, Final Cut Pro, Celtx, Fade In, Maxon Red Giant, Video Copilot Keynote, Microsoft 365 | ChatGPT Pro, Claude, Copilot, Runway, Adobe Firefly, Grok
Generative AI Workflows & AI-Assisted Previsualization

FLUENT LANGUAGES

English (Native), Spanish (Native)

EDUCATION

School of Visual Arts | BFA, Graphic Design, Filmmaking & Fine Arts | New York, NY

2010-2014

Alexander W. Dreyfoos School of the Arts | Visual Arts Major | West Palm Beach, FL

2006-2010

ADDITIONAL EXPERIENCE

Original Content Editor & Motion Graphics Artist, Showpitch LLC (2015-2017) • Graphic Designer, The Sophia Group (2015) • Adobe After Effects Workshop Instructor, Alexander W. Dreyfoos School of the Arts (2016)