



# Kristina Smith

**Producer / Entrepreneur**

## CONTACT

---

 Austin, TX

 512-585-4530

 kristina@virtigopictures.com

 VirtigoPictures.com

---

## EXPERTISE

---

- Business Owner
- Virtual Production Producer
- Multimedia Professional
- Training Solutions Expert
- Creative Director
- Project Manager

## TECHNICAL SKILLS

---

- Virtual Production
- Video Production
- Online Training Development
- Instructional Design
- Script Writing
- Filmmaking
- Video Editing
- Motion Graphics
- Graphic Design
- Web Design
- Application Design

## PROFILE

---

Producer specializing in curating and directing holistic solutions that include high-end video production, interactive media, technology development, online training, and virtual production. Kristina directs and coordinates projects to provide full-service solutions that meet educational and business goals.

## PROFESSIONAL EXPERIENCE

---

### CEO

*Virtigo Pictures (Formerly Co-Production House) / 2019 - Present*

- Produces educational and virtual production projects
- Executes video production, postproduction, motion graphics, and animation
- Maintains quality standards for all products
- Creates and executes business and marketing plans
- Forms strategic partnerships
- Creates and implements company culture
- Organizes and leads company development
- Runs studio operations, finances, and communication
- Facilitates and hosts networking events
- Performs additional roles (as needed) including video producer, video editor, set builder, camera operator, motion graphics artist, graphic designer, web designer, developer, instructional designer, talent, and script writer

### Owner

*Imagine You Media / 2014 - Present*

- Produces multimedia projects including video production, interactive media, online training, motion graphics, mobile applications, and technology development
- Sources and directs specialized talent and industry experts
- Maintains quality standards for all products
- Performs technical roles (as needed) including video producer, video editor, camera operator, motion graphics artist, graphic designer, web designer, developer, instructional designer, and script writer

## AWARDS

---

### **Lonestar Emmy**

*Nomination, short form content  
2024*

### **Austin's under 40 awards**

*Finalist, media and communications  
2023*

### **Chief Security Officer**

*Security Awareness Training  
2020*

## EDUCATION

---

### **Bachelors of Science Graphic Design**

*The Art Institute of Philadelphia  
2003 - 2006*

## REFERENCES

---

### **Janet Farquhar**

*Learning Experience Designer*

Phone 512-762-7484

Email farquhar.jan@gmail.com

### **Francesca Farris**

*Creative Director*

Phone 908-574-8099

Email francescafarris@gmail.com

## EXPERIENCE CONTINUED

---

### **Partner**

*Bright Giant Creative Group / 2011 - 2014*

- Produced multimedia projects including video production, motion graphics, mobile applications, and online training
- Sourced and directed specialized talent and industry experts
- Maintained quality standard for multimedia products
- Performed technical roles including video producer, video editor, camera operator, motion graphics artist, graphic designer, web designer, developer, instructional designer, and writer

### **Partner**

*Makeshift Productions / 2008 - 2011*

- Developed multimedia projects including video production, motion graphics, web development, and online training
- Managed multimedia assistants and contractors

### **Contractor**

*Independent / 2007 - 2008*

- Designed and developed online training courses
- Created audio and video assets
- Programmed, and managed multiple client websites
- Worked as a graphic designer for print and marketing

### **Designer**

*United Equity / 2006-2007*

- Developed software branding and company marketing materials
- Designed, programmed, and managed company intranet
- Developed interface and UX designs
- Designed and programmed external company websites

## COMMUNITY INVOLVEMENT

---

### **Mentor**

*Seedling Foundation (Austin, TX)*

### **Volunteer**

*Community First Village (Austin, TX), Covenant Methodist Church (Austin TX)*

### **Pro Bono**

*Creation of media and education material that improves community support for people experiencing homelessness.*