

MY JOB: TELL THE
VERSION OF **BEST**
YOUR STORY



[akintayoadewole](https://www.linkedin.com/in/akintayoadewole)



[@akintayoadewole](https://www.youtube.com/@akintayoadewole)



[@akintayoadewole](https://www.instagram.com/@akintayoadewole)



[@akintayoadewole](https://www.twitter.com/@akintayoadewole)

HERE ARE A FEW REASONS TO PARTNER WITH AKINTAYO:

"...A RENAISSANCE MAN AND VIRTUOSO..."

"Tayo is a renaissance man and virtuoso that has always brought his 'A' game to every project and venture that we've done together over the last 25+ years. I am constantly amazed at how adept he is both creatively and technically. He is a team player, always willing to collaborate and delivers work that is both unique, inspiring and aligned with our mission and project goals."

Tiffany R. Warren
EVP, Chief Diversity & Inclusion Officer at Sony Music Group
Founder & President at ADCOLOR®



"...A RARE TALENT... A TRUE POLYMATH."



Photo Credit: Unknown

"Tayo is a rare talent and a true polymath. He is as versed in musical composition as he is in production and post technique. He adds exciting nuance to every project we have collaborated on. What's most impressive is that he is self taught on a good deal of his production knowledge. He has anticipated the needs of his clients and proactively brought solutions."

Mary Nittolo
Founder & Creative Director at the STUDIO NYC

"...EACH TIME HE EXCEEDED MY EXPECTATIONS."

"I have worked on several high profile photographic projects with Tayo and each time he exceeded my expectations. While he is technically astute with his engaging and creative work, it's well balanced with his personability and even-tempered nature that makes working with him an all around pleasure. In short, he "gets it done", and well. Highly recommended."

Michele Thornton Chee
CEO at Expectant Media
Formerly CEO at EBONY & JET Magazine
Formerly SVP, BET Her/Centric TV





Akintayo Adewole

GOOD COMMUNICATIONS ARE THE FOUNDATION OF EVERY GOOD STORY YOU'VE SEEN OR HEARD...

... and those stories come in all shapes and sizes; from the Hollywood screen on down to the messaging desired in our one-on-one interactions.

I find myself immersed in storytelling everyday, both creatively and technically. The last 20 years of my career have been spent helping Fortune 500 companies and organizations tell the best versions of their daily stories to both their internal and external clients.

I am a self-proclaimed virtual production evangelist and a full-time professional creative as an Unreal Engine (UE) generalist, photographer, filmmaker and music composer. I am also the media and music director for ADCOLOR, a non-profit organization that has focused on DEI within the advertising, marketing and media vertical for the last 15 years.

After 20 years of designing audio-visual systems, I decided to combine my technical skills and creativity. In 2020, I started my company DRKR PXLs which focuses on storytelling with the use of traditional, emerging, immersive and experiential technologies, with a particular focus on the use of real-time 3D and virtual production.

My engineering design background has provided a baseline for developing solutions and solving problems. Good design is an iterative process that requires collaboration, open-mindedness and teamwork. A well designed creative process is key for connection and inciting conversation. I try to focus on this cause and effect and to apply these principles to my work and the teams I work with.



SERVICES

- Story Concept and Ideation
- Virtual Production
- 3D animation
- Conceptual and Portraiture Photography and Editing
- Filming and Editing
- Music Composition & Direction
- See comprehensive EXPERIENCE page for more information

CLIENTS



AFFILIATES



Adrienne Lipscomb Graphics

AWARDS & PUBLICATIONS

- ONE EYELAND 2016 Bronze Award: Battlegrounds Image Series
- ONE EYELAND 2017 Best of Best Photographers



CREATIVE EXPERIENCE & PROJECTS

PROJECT #1: EPIC GAMES ANIMATION FELLOWSHIP SEPTEMBER 2023

Inspired by my daughters, the Nubia character for my blossoming IP and a recent infatuation with gas, fire and smoke volumetric effects, my 12-second shot, "NOVA" was the result of a (3) week intensive deep dive into the animation tools within Unreal Engine. My team was tasked to create an "exquisite corpse"; a montage of shots edited together to create a seamless visual and theme. I was honored to be a part of such an incredibly talented cohort of creators. My individual shot, as well as my team's montage can be seen at the links below.

"To create my shot, I used Unreal Engine 5.2, Rokoko hardware for motion capture, Metahuman Animator for facial capture, Metahuman Creator, control rig, Unreal's tools for additive and keyframed animation, virtual cameras and lighting, a marketplace 3D environment and Niagara for VFX.

CLICK LINK OR IMAGE BELOW TO WATCH VIDEO (SOUND ON)

https://www.linkedin.com/posts/akintayoadevole_meet-nova-inspired-by-my-kick-a-daughters-activity-7112147921751445504-nGa_?



CLICK LINK OR IMAGE BELOW TO WATCH THE BEHIND THE SCENES VIDEO

<https://youtu.be/bgcSZ8V3Jck?si=DsY2zQrdcYT24TNd>



Courtesy of Henrique Montanari | Team Neistadt

PROJECT #2: ATUNBI UNREAL ENGINE CINEMATIC SHORT

JUNE 2023

This entire cinematic was produced in Unreal Engine 5.1. The assets were sourced from Quixel Megascans, UE Marketplace, Sketchfab and custom assets that I modeled directly inside of UE. In addition to real images, I used Midjourney to create more visually interesting references for both the environment as well as custom assets, including the temple known as the "Hall of Forever" and a special asset that is revealed at the end of the short.

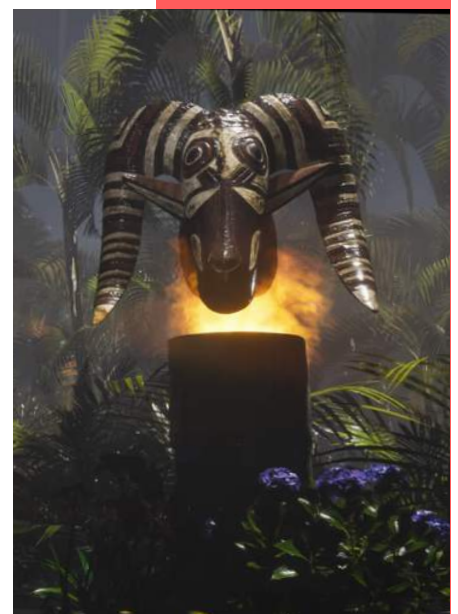
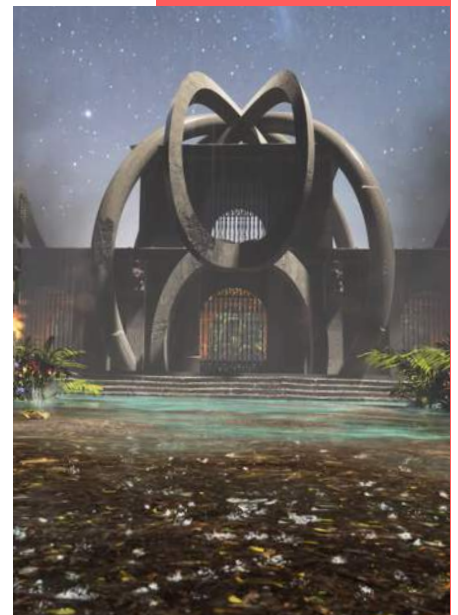
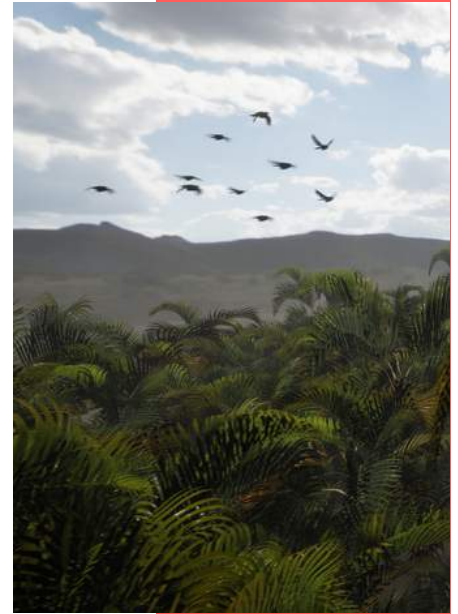
"Atunbi" is the culmination of all that I have learned in the World Building portion of the CG Spectrum Real Time 3D and Virtual Production course.

I also wrote and produced the soundtrack for this short film. It's a fantastical afrobeat driven piece that I attempted to marry with the weather elements of the cinematic. I compose with Ableton and use a host of soft instruments including Splice and Native Instruments' Kontakt and Battery.

CLICK LINK OR IMAGE BELOW TO WATCH VIDEO
<https://youtu.be/aGroMDzEV-s>



CLICK LINK OR IMAGE BELOW TO WATCH THE BEHIND THE SCENES VIDEO
<https://youtu.be/FpwlSej3VfM>

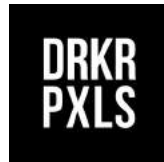


PROJECT #3 ALIEN VS RACER DANCE BATTLE

OCTOBER 2020

While 2020 was a year full of challenges and struggles, it was also a year of learning and growth. While on lockdown, I was in search of ways to keep the creativity flowing and skill set growing. In a very short period of time, I became a real-time rendering applications and XR/virtual production evangelist. I believe that the future of photography and film will rely in part on the photorealistic capabilities of gaming engines such as Unreal Engine and Unity.

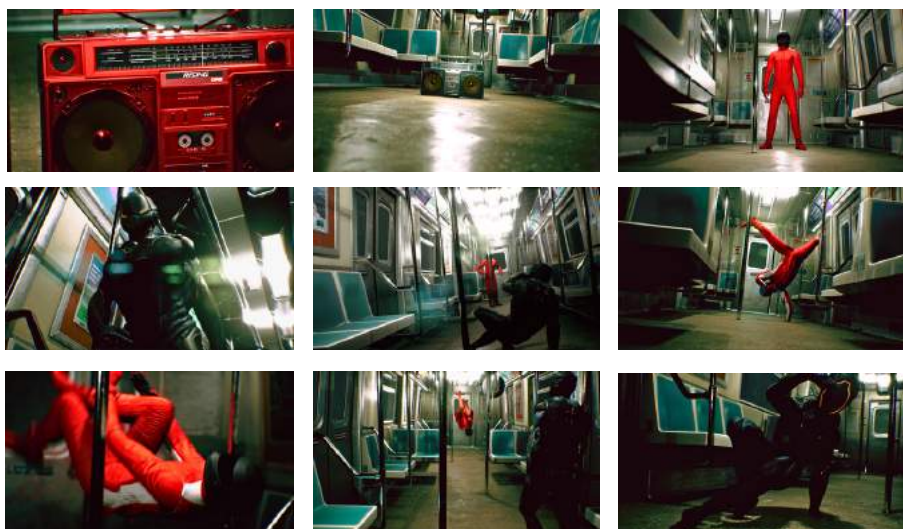
My latest venture, **DRKR PXLs**, is the emodiment of providing high quality and cost effective virtual production services using these technologies.



Check out this short I created which is the sum of all that I learned about virtual production in 2020. I created this project using Unreal Engine 4.25, Epic Games 3D assets (subway train), Mixamo (characters and mo-cap), HTC Vive hardware and my tracked virtual camera rig with an Atomos Ninja V recorder. Edited in Adobe Premiere. Music from Epidemic Sounds.

CLICK LINK BELOW TO WATCH VIDEO

<https://youtu.be/vGKh-SCjP7A>



PROJECT #4: OMNICON HEROES OF DIVERSITY

JUNE 2015

In 2015, OMNICON had an initiative to highlight their diversity efforts. This conceptual shoot came out of the need for acknowledgement of all of the incredible, necessary and unsung hero-work performed by OMNICON's Chief Diversity Officers (CDO) across their different ad, marketing and media agencies. The goal was to visually embody the work that they do in a hyper realistic and engaging manner.

The visibility of this campaign had its share in the influence of giving rise to over 300+ CDO positions in the industry, today.

This project required a New York city-walk to photograph background plates. These were then composited with the studio shots that I captured.



STUDIO CAPTURE



COMPOSITE



GROUP COMPOSITE

PROJECT #5: #THIS YEAR I WILL CAMPAIGN

JUNE 2018

In 2018, I created #ThisYearIWill - a series of images and short films about setting out to accomplish one's yearly goals.

I approached this project with the intention of demonstrating my workflow and capabilities with the film production process. The narrative is written as an encouraging and evergreen letter to oneself, steadfast with acceptance, cheerleading and moving forward towards one's goals.

This series was produced and filmed over the course of several months based on the availability of talent. I wrote, shot and edited the entire series.

Make More Cake

Ifayola is the cutest cake boss yet. What's in her way? Nothing... not even last year's regrets or self doubts. A new kinda cake boss has emerged... and all that sugar and spice is a force to be reckoned with.



CLICK LINK BELOW TO WATCH VIDEO

<https://youtu.be/VXg9qFHxIQ>

Outrun Myself

Olatunji has his work cut out for him, but he's more than up for the task. This year, his biggest challenge was getting out of his own way. Once realized, not even he can stop himself. The finish line awaits.



CLICK LINK BELOW TO WATCH VIDEO

<https://youtu.be/8swpZnNqgig>

Write More Stories

Folasade has stories to tell. But for any great author writer's block can creep in on that creative flow. This year, she will dig for inspiration to write the greatest stories ever to be told.



CLICK LINK BELOW TO WATCH VIDEO

<https://youtu.be/amIbx3g-DJI>

PROJECT #6 BET MEDIA SALES TEAM SHOT

FEBRUARY 2016

In 2016, Black Entertainment Television's (BET) Media Sales President, Louis Carr, wanted to do something special for Black History Month; something that would resonate that American History is Black History and to highlight the diversity of his team. With varying schedules for (12) national executives, it would be difficult to get everyone together at the same time. It would be even more challenging to have them pictured in front of the Times Square LED American Flag located a block away from their NYC headquarters in the Viacom building.

With careful planning and consideration of lighting, shadows, angles and resolution along with compositing multiple background plates and individually shot subjects, I was able to create a powerful image that represented Louis' all American team.



INITIAL GROUP COMPOSITE



PLATE #1



PLATE #2



PLATE #3



PLATE COMPOSITE & CLEANUP



FINAL COMPOSITE WITH LIGHTING, SHADOW AND COLOR ADJUSTMENTS



PROJECT #6 AKANDE MUSIC PRODUCTIONS

Before I fell in love with the still and moving image, music was my first creative love. In the late 90s, I started **Akande Music**. In 2005, after a long run, I landed a song on Sean "Puffy" Combs's (Bad Boy) debut album for the group "B5". The experience helped to shift my focus to helping other artists to gain visibility in areas they may not have been seen otherwise.

After I was asked to be ADCOLOR's Music Director in 2008, I started the **AdMusic™** program to provide an essential music element to the ADCOLOR Industry Conference & Awards show and to create opportunities for diverse, underexposed and talented emerging artists to have their music heard and considered by advertising, marketing and media influencers. Previous AdMusic™ compilations have included Oscar nominated Andra Day, David Banner, Mary Mary, Luke James, Jazmine Sullivan, Nneka, IYAZ, Avant, Priscilla Renae, Heather Headley, Novel, Talib Kweli, Spreewell and MC Lyte, along with other numerous and talented emerging artists.

In addition to music oversight for the conference and awards show, I also team up with talented producers to create a custom theme song and derivatives each year. The songs are used for various sponsor and highlight reels. While Akande Music manages the music production, the visuals for the following reels have been produced by **The STUDIO NYC** and **The Cavellos Brothers**:

CLICK LINKS BELOW TO WATCH AND LISTEN.



<https://youtu.be/vbG1iDdJf54>



<https://bit.ly/36SuD3k>



<https://bit.ly/3wR0ADG>



<https://youtu.be/rQOZtE9xH3M>



<https://youtu.be/rVDSHzuo6QA>



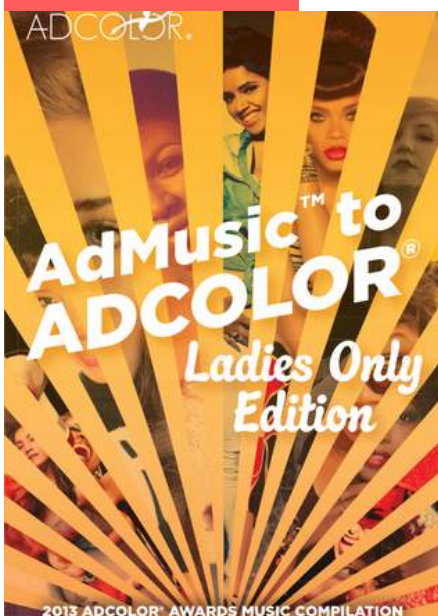
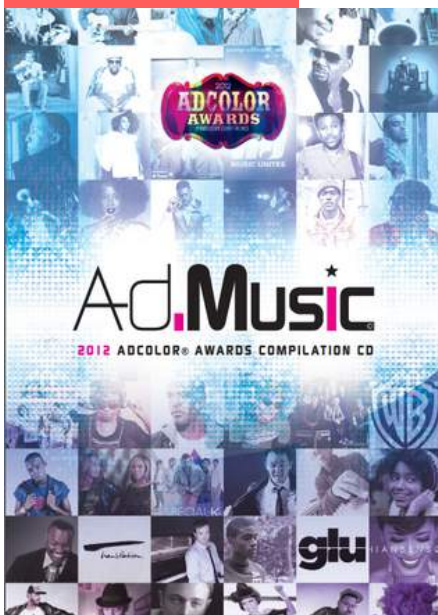
<https://youtu.be/pB5NjpetTOA>



<https://youtu.be/DI9WB1pRSjQ>



<https://youtu.be/BDxosHBSM7o>



TECHNICAL & MANAGERIAL EXPERIENCE

UE ARTIST & CREATIVE TECHNOLOGIST

JUN 2020 - PRESENT



- Animated and live action storytelling utilizing gaming engine technology (Unreal Engine)
- World building 3D environments
- Creation of volumetric effects using Niagara and Embergen
- Bridging the digital and analog world using virtual camera hardware and communication protocols, including OSC, IP and MIDI.

TECHNICAL ASSISTANT FOR REAL-TIME 3D AND VIRTUAL PRODUCTION PROGRAM

SEP 2023 - PRESENT



- Assisting student creators in their pursuit to learn real-time 3D and virtual production storytelling using Unreal Engine.

PHOTOGRAPHER/DOP

JAN 2014 - PRESENT



- Conceptualization and ideation on connecting an audience to story
- Previsualization and planning production shoots
- Directing and photographing shoots to support intention of story
- Selection and coordination of production teams for high profile projects
- Administrating shoots around permits, licensing and insurance
- Negotiating contracts with freelancers and talent
- Keeping shoots within budget and on time
- Post editing

DIRECTOR OF MUSIC, PHOTOGRAPHY & DIGITAL CONTENT

2008 - PRESENT



- Music creation and direction for a \$2.5M+ annual conference & awards show
- Oversight of social music activation campaigns in conjunction with brand sponsors such as Spotify, Pandora and Epidemic Sound
- Provides theme based conceptualization, production and photographic services to capture award show honorees and award recipients
- Responsible for the taxonomy of and access to ADCOLOR's Digital Asset Management (DAM) system (Canto).
- Coordination and management of all content creators (photo, film, music) and oversight of the ingest of all media assets into the DAM.

SENIOR DESIGN ENGINEER

JUN 2014 - JAN 2023



- Consultation and design of Fortune 500 communications solutions
- Supports account managers and client representatives by interpreting project specifications, defining functionality, determining system layout and developing bills of materials and project implementation documents
- Assist sales in creating sales proposals and an accurate statement of work
- Generation of comprehensive project descriptions and scopes of work
- Maintains bill of materials template with updates for both domestic and international features





MEDIA PRODUCTION TEAM

EVANGEL CHURCH



JUN 2018 - JAN 2022

I regularly volunteered my time to the Evangel Church Media Ministry out of Scotch Plains, NJ. This included being on a team of storytellers and professionals that are passionate about helping to deliver the word of God both in-person and online. Every week, we produced multiple live streams. My responsibilities and positions include the following:

- **Director:** Responsible for final calls on camera composition and all published live content
- **Technical Director:** Video board operation and switching
- **Producer:** Responsible for overall production and monitoring of all live streams
- **Camera Operator:** Shot composition, camera movement and subject tracking



SENIOR SYSTEMS DESIGN ENGINEER



APR 2010 - JUN 2014

- Consultation and design of command and control visual display systems for government and commercial applications
- Interfacing with the sales and client representative to interpret project specifications, functionality, determine system layout and develop bills of materials and project implementation documents
- Assist sales in creating sales proposals and an accurate statement of work
- Generation of comprehensive project descriptions and scope of work
- Create drawings for jobs as needed.
- Participate in new parts testing and procedure implementation

SYSTEMS DESIGN ENGINEER

HB COMMUNICATIONS



MAR 2006 - APR 2010

- Consultation and design of audio/visual systems for corporate, university, church venue and residential applications
- Detailed design, specification and CAD drawing of sound reinforcement systems, video/audio teleconferencing systems and presentation systems
- Build and install of designed AV systems
- Coordination with relevant trades, such as architects and general contractors
- Integration of control and switching systems, such as Crestron and Extron



MECHANICAL ENGINEER

CENTER FOR MANUFACTURING SYSTEMS



JAN 1997 - AUG 2003

- Responsible for the development and/or modification of customer ideas during the initial design phases (i.e. brainstorming, judging feasibility, developing customer requirements) or a more advanced phase (i.e. generating concepts for functions, reverse engineering, etc.)
- Modeling and analysis of 3D solids as an integral part of the design process
- Reading customer blueprints to determine manufacturability; creating dimensioned part and assembly drawings with bill of materials
- Responsible for operation and maintenance of rapid prototyping technology as an integral part of the design process.

EDUCATION & CERTIFICATIONS

REALTIME 3D & VIRTUAL PRODUCTION

CG SPECTRUM

MARCH 2023 - PRESENT



B.S. MECHANICAL ENGINEERING

NORTHWESTERN UNIVERSITY

1992 - 1996



M.S. INFORMATION SYSTEMS

NEW JERSEY INSTITUTE OF TECHNOLOGY

1998 - 2003



CERTIFIED TECHNICAL SPECIALIST

AVIXA

2002 - PRESENT

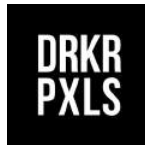


DARKER PIXELS, LLC - CERTIFIED MBE

(MINORITY BUSINESS ENTERPRISE)

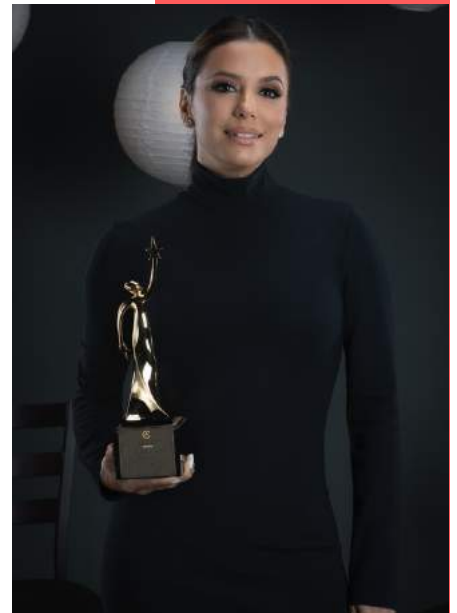
NEW YORK NEW JERSEY MSDC

2020 - 2022



SOFTWARE & GEAR (SHORT LIST)

My current skill set includes knowledge of photography and cinematography related hardware and concepts. This includes camera movement, composition, lighting, color science, audio, resolutions, codecs, file formats, white balance, color grading and video editing. I also have general knowledge of gaming engines, digital audio workstations (DAWs) and Non-Linear Editors (NLEs) as it pertains to animation, video, sound recording and mixing. Below is a list of applications and gear that I most frequently use:



BECOMING DOPE CHANNEL

My YouTube channel is a chronicle of my journey into filmmaking. With the right vantage point and foundations intact, I believe any photographer can transition to moving images. Check out my channel for both creative and technical inspiration.

<https://www.youtube.com/akintayoadewole>



PUBLICATIONS & PRESENTATIONS

From 2020 through 2023, I have been interviewed regarding the future of technology in the AV industry. I have also participated in various panel discussions, presentations and ceremonies as either a host, subject matter expert or keynote.

AVIXA CONTENT PRODUCTION AND STREAMING POWER HOUR - **PANELIST**

"THE WORLD OF VIRTUAL PRODUCTION"

https://www.linkedin.com/posts/akintayoadewole_unrealengine-virtualproduction-icvfx-activity-7093266808861855744-YleU/

AVIXA CONTENT PRODUCTION AND STREAMING POWER HOUR - **PANELIST**

"THE METAVERSE AND THE FUTUR OF AV"

https://www.linkedin.com/posts/akintayoadewole_av-augmentedreality-virtualreality-activity-6993913797698535424-uYl0?utm_source=share&utm_medium=member_desktop

RAVE LAVNCH [DECODED] - **PANELIST**

CREATING METAHUMANS WITH DRKR PXLS

<https://lavnch.com/lavnchcode/decoded-creating-metahumans-with-drkr-pxls/>

RAVE LAVNCH [CODE] - **ARTICLE FEATURE**

"WHAT IS VIRTUAL PRODUCTION?"

<https://lavnch.com/lavnchcode/what-is-virtual-production/>

AV WEEK #546 - **PANELIST**

ALL TOGETHER NOW (XR IN AV)

<https://avnation.tv/podcast/avweek-546-all-together-now/>

ACADEMY OF INNOVATIVE TECHNOLOGY HIGH SCHOOL - **KEYNOTE**

"DESIGN YOUR LIFE"

<https://youtu.be/IOhz7w78jBc>

NSCA BUSINESS LEADERSHIP CONFERENCE - **HOST**

BUSINESS BENEFITS OF DEI

<https://bit.ly/2Svxrzo>

SYSTEMS CONTRACTOR NEWS (SCN) - **ARTICLE FEATURE**

WORK: IN PROGRESS - IMMERSIVE AND EXPERIENTIAL

<https://www.avnetwork.com/features/work-in-progress>

ADCOLOR - **PANEL HOST/SPEAKER**

REMEMBER THE TIME: PHOTOGRAPHY IN MOVEMENT

<https://adcoloreverywhere.virtualevents.com/>



BOARDS & COMMITTEES

ADCOLOR IN MUSIC

ADVISORY BOARD
2021

<https://prn.to/2RGBCIQ>



NSCA IGNITE 2.0

DEI COMMITTEE MEMBER
2020-2023

<https://www.nasca.org/ufaqs/ignite-2-0/>



THANK YOU FOR YOUR TIME.

I hope that this journey through my professional career and interests has been informative, entertaining and engaging. I am truly looking forward to having opportunities to work with you on fun, interesting and purposeful projects and collaborations.

Best,
Akintayo Adewole

