

LISA KASELAK

Integrated Director & Producer

New Media Production, Experiential Installations, Content Creation

512-587-1335 | lkaselak@gmail.com | <https://www.linkedin.com/in/lisakaselak/>

- Motivational leader managing multiple creative projects simultaneously, independently and as a team player, working with mediums ranging from traditional documentary (long & short form) to XR and interactive installations, using cinematic media, code and data integration. Fostering strong relationships, I work with artists, programmers, institutions, agencies and brands to create and produce engaging and inspiring, context-aware media. I produce narratives that connect humans, above all else, by formulating relevant topics and original story angles. I have created work for some of the biggest brands, and exhibited personally at museums, film festivals and galleries.
- Before pioneering in new media, I was a UX consultant for SMB & enterprise web, and worked in media production ranging from small indie projects to network television series and blockbuster films.

EXPERTISE

Talk Format Video Podcast
News / Politics / Culture
Long-Form Interviews
Pre-Interview Packets
Fact-Checking & Writing
High-Profile Talents
Camera Equipment
Audio Equipment
Commercial Production
Extensive Production Network
Budget / Timeline / Crew Management
Client Management
Campaign Goal Collaboration
Business Affairs
Creative / Strategic Solutions
Final Cut Pro, Premiere Video Editing
Keynote, G-Suite, PM Tools

EDUCATION

Master of Fine Arts in Film—2006
University of Texas at Austin

PROFESSIONAL EXPERIENCE

Freelance Producer & Director—2017 to Present

- Senior Producer for Jack Morton/Google, running app development & podcast workstreams for external 12+ person teams.
- Conference Producer for SXSW, running internal / external 6-person video crews for internal storytelling
- Ballroom Producer for high-profile guests and panels
- Producer / Director for *HelloPause* Youtube and social media video series on women's healthcare / menopause
- Guest on Today Show with Maria Shriver and other conferences and panels for HelloPause

Associate Creative Director, frog Design—2014 to 2017

- Led design research and concepting workshops for FedEx innovation, Capital One and multiple tracks for Veteran's Administration with teams of 4-10 designers and client partners
- Created client HPE's executive storytelling presentation— Saved \$10m contract with PG&E
- Led 4-person design team for Sirius XM mobile and streaming apps
- Rescued Optus digital transformation design with 120+ epics, collaborating with 26 stakeholders, managing team of 15 international designers, using Agile best practices

Creative Director and Co-Founder, Beak Labs—2010 to 2015

- Designed and produced *Sea of Me* AR installation funded by Microsoft and launch of Nike *AIR MAX Day* in India
- Designed and produced *Tweetlantis* and *Planet140* live interactive paintings for SXSW at The Contemporary Museum for Twitter & Samsung, with headliners AltJ and Jay-Z, and 12k attendees over 5 days
- Designed and produced interactive touch tables, gamifying Spotify's discover engine for Spotify House SXSW Digital Room—2013, 2014

Assistant Professor of Film & New Media—2010 to 2014

Southern Methodist University

- Tenure track with 3-2 load and committee obligations
- Developed curriculum and taught courses in Advanced Film Production and New Media to undergrad / grad students, with ~20 students per class

Owner, Fosforo Films / Maven—2005 to 2010

Produced documentary spots, short films, DP work, and long-form documentaries.

Selected Film Crew Roles

- Research / AC
 - *Tree of Life* with Terrence Malick
- Director / DP
 - *Tomlinson Hill* feature documentary
 - *Soup Peddler* documentary short
 - *Let Them Eat Cake* documentary short
 - *Shooting for the Stars* documentary short for the Armed Forces
 - *Swang and the Real You* documentary short for Mother London
- DP
 - *Leaving Bertram* narrative short
 - *Floodlines* feature documentary
 - *Makes Me Love You* music video
- Camera Operator
 - *Super! Alright!* for SXSW, ACL, and FunFunFunFest
 - SXSW for ASCAP
- Loader
 - *Friday Night Lights* NBC television series
 - *Elvis and Annabelle* narrative feature
- 2nd AC
 - *Boxing Gym*, F. Wiseman feature documentary
 - *What Not to Wear* for BBC Reality
 - *The Pickup Artist* for VH1 Reality

UX Creative Director, Texas Observer—2008 to 2009

- Created architecture of new Texas Observer in collaboration with contract UI design team
- Created media commercials for new launch
- Provided Final Cut Pro editing training for 12-person journalist staff

Director of Programming, Austin Gay / Lesbian Film Fest—2001 to 2009

- 1st hetero Programming Director for largest LGBTQI festival in Southwest
- Served as public face of aGLIFF, then on their Board of Directors for 2 years
- Oversaw volunteers, media, marketing / distribution, year-round activities

Producer, UX Lead, Meritage Technologies—1999 to 2002

- Led usability research for variety of clients, including Voicestream brand transition to T-Mobile, and Johnson & Johnson medical device division
- Produced websites for SMB B2B clients, managing team of 4-6 UI designers
- Instrumental in establishing the UX practice

SELECTED AWARDS & RECOGNITION

Business Award Finalist for Austin Woman Magazine
TEDx Austin installation of *Sea of Me*
Creative Computing Center Fellow: Southern Methodist U.
\$10k Silver Heart Award for *Tomlinson Hill*

Academy Award Finalist as a student for *Let Them Eat Cake*
Chris Award for Excellence in Journalism for *Let Them Eat Cake*
Clermont-Ferrand Finalist for *Repetition With Variation*

EXHIBITIONS

Sea of Me

Flatbed Press, Austin Texas
TEDx Austin—2013
East Austin Studio Tour (E.A.S.T.)—2011

The Twinkie Offense

Siskind Gallery
The Blue Theatre in Austin, Texas
Hangs permanently in Texas Capitol

The Soup Peddler

Distributed by Icarus Films
Rooftop Films, NYC
Rooftop Films Traveling Film Series
Austin Film Festival
Boulder International Film Festival
PBS—KUT affiliate
PBS—Natural Heroes Series
Slow Food Film Festival, Italy

Let Them Eat Cake

Distributed by Icarus Films
Student Academy Award Finalist
REEL Policy Series—LBJ School
National Nutrition Month Health Fair
Action for Healthy Kids Summit
The Gene Siskel Film Center in Chicago

Repetition With Variation

Sold to Swedish Public Television
International Film Festival Leuven
Aarhus Festival of Independent Arts
Short Escape Barcelona
Vail International Film Festival
Finalist at Clermont-Ferrand Film Festival

Tomlinson Hill

PBS World in 86% of U.S. market
Dallas International Film Festival
Carver Museum

Competition Judge for Austin Film Fest, Fantastic Fest, Dallas International Film Fest, Women in Film Dallas, and more