VLAD BINA

PRODUCTION DESIGNER | ART DIRECTOR | VAD SUPERVISOR

Los Angeles, CA
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PROFESSIONAL SUMMARY

Expert Production Designer and Art Director with 30 years of experience shaping 26 major studio feature films, streaming series, and immersive projects. Proven at steering large cross-disciplinary teams through end-to-end virtual production pipelines — integrating real-time engine workflows, digital asset management, and on-set physical builds — to deliver photoreal, data-rich worlds.

CORE SKILLS

- Film Production Design and Art Direction
- Virtual Production Leadership and Cross-Department Collaboration
- Virtual Art Department (VAD) Supervision
- Digital Set Design and Look Development
- Concept Art and 3D Visualization

AFFILIATIONS

- Art Directors Guild, Local 800, 2009
- Visual Effects Society, 2003

ART DIRECTION AND DESIGN | FEATURE FILM & STREAMING SERIES

HYDE **2026**
Production Designer | Phillips Pictures

BETWEEN BORDERS **2024**
Production Designer | StoryLight Productions

PINOCCHIO **2022**
Art Director | Walt Disney Studios

THE MANDALORIAN, SEASON 2 **2020**
VAD Supervisor | Disney Plus

CALL OF THE WILD **2019**
VAD Supervising Art Director | Twentieth Century Studios

THE LION KING **2018**
Supervising Art Director | Walt Disney Studios

GUARDIANS OF THE GALAXY VOL. 2 **2017**
Art Director | Walt Disney / Marvel Studios

VALERIAN **2017**
VFX Concept Artist | EuropaCorp

GEOSTORM **2017**
Art Director | Warner Bros.

MIDNIGHT SPECIAL **2015**
Concept Art Director | Warner Bros.

TOMORROWLAND **2015**
Concept Art Director | Walt Disney Studios

MAN OF STEEL **2013**
Art Director | Warner Bros.

RISE OF THE GUARDIANS **2013**
3D Concept Artist | DreamWorks Animation

UPSIDE DOWN **2012**
Art Director, Digital Sets | Onyx Films

IN TIME **2011**
Art Director | New Regency

MEGAMIND **2010**
3D Concept Artist | DreamWorks Animation

KINGDOM COME **2010**
Art Director, Digital Sets | The Third Floor / Weta Digital

SHINE A LIGHT (ROLLING STONES) **2007**
Digital Set Designer | Paramount Pictures / The Syndicate

SPIDER-MAN 3 **2007**
Digital Set Designer | Sony Pictures / CafeFX

THE DA VINCI CODE **2006**
Digital Set Supervisor | Columbia Pictures / The Senate

SIN CITY **2005**
Lead 3D Artist | Dimension Films / CafeFX

CATWOMAN **2004**
Digital Set Designer | Warner Bros. / ESC Entertainment

MATRIX REVOLUTIONS **2004**
Digital Set Designer | Warner Bros. / ESC Entertainment

MATRIX RELOADED **2003**
Digital Set Designer | Warner Bros. / ESC Entertainment

13 GHOSTS **2001**
Digital Set Designer | Manex VFX / Warner Bros.

MOUSEGUARD **In Development**
Senior Illustrator | Twentieth Century Fox

ORDER OF THE SEVEN **In Development**
Art Director | Walt Disney Studios

ART DIRECTION AND DESIGN | COMMERCIALS, TV & OPERA

BOEING CUSTOMER CENTER **2013**
Art Director, Digital Sets | Boeing / Xefirotarch / 5D Org.

DINNER PARTY WITH HISTORY **2013**
Art Director, Digital Sets | NBC

DEATH AND THE POWERS OPERA **2011**
Visual Development, 3D Designer | MIT Media Lab

MTV MOVIE AWARDS OPENER **2007**
VFX Supervisor | NAU Creative

TEAM ONE CORPORATE PACKAGE **2007**
Lead 3D Environment TD | FullTank

ESPN MONDAY NIGHT INTRO **2006**
Art Director, Digital Sets | The Syndicate

FORD FUSION CAMPAIGN **2005**
Art Director, Digital Sets | The Syndicate

THE DA VINCI CODE TEASER **2005**
3D Environment TD | Engine Room

DESIGN & CONCEPT | LOCATION-BASED & IMMERSIVE ENTERTAINMENT

NEOM: THE LINE AND THE CUBE **2023**
Supervising Art Director | Experimental Design Studio

VIRTUAL HUMAN PROJECTS **2023**
Production Designer and Producer | Zebra Labs

LUNAR STRIKE (SCI-FI GAME DESIGN) **2023**
Production Designer | Cognition

GAME DEVELOPMENT CONTRACT **2022**
Production Designer | WT

WOLVES IN THE WALLS **2017**
Digital Set Designer | Oculus Story Studio

LEVIATHAN AR INSTALLATION **2013**
Art Director, Digital Sets | Intel / USC

TEACHING EXPERIENCE

- Shanghai Tech University | Visiting Production Design Professor | 2018
- Bucharest University of Architecture | Post Graduate Digital Film Design Course, Lecturer | 2025

ADDITIONAL COMPANIES

- xyBlue Design Inc., Los Angeles, CA | Owner, Art Direction and Digital Set Supervision | 2004 - Present
- DreamWorks Animation, Glendale, CA | 3D Concept Artist, Visual Development | 2008 - 2009
- ESC Entertainment, Alameda, CA | Technical Director, Digital Sets | 2001 - 2004
- Cinesite, Hollywood, CA | Technical Director, Digital Sets | 2001
- Manex Visual Effects, Alameda, CA | Technical Director, Digital Sets | 2000 - 2001
- Entertainment Design Workshop, Sheffield, MA | Virtual Set Designer | 1999 - 2000
- Calibre Digital Pictures, Toronto, ON | Digital Set Designer, Layout Designer | 1999
- Dan Krech Productions, Toronto, ON | Digital Set Designer, Layout Designer | 1997 - 1999
- Graymatter Inc., Toronto, ON | Digital Set Designer, Computer Animator | 1995 - 1997
- MIT, Computer Resources Lab, Cambridge, MA | Fulbright Scholar, Design Architect | 1993 - 1994
- Chisholm Washington Architects, Cambridge, MA | 3D Modeler, Design Architect | 1994 - 1995
- Institut Europeen d'Architecture et Amenagement, Rouen and Valencia | Design Architect | 1990 - 1992

AWARDS & PUBLICATIONS

- 2023 | ADG Excellence in Production Design Award, Fantasy Film | Pinocchio | Nominee
- 2021 | Perspective Magazine | Art Direction for Virtual Productions | Feature Article
- 2020 | ADG Excellence in Production Design Award, Animation Film | The Lion King | Nominee
- 2016 | ADG Excellence in Production Design Award, Fantasy Film | Tomorrowland | Nominee
- 2009 | Perspective Magazine | The Medium and the Message | Article
- 2008 | Elemental 3 Awards Committee | Member
- 2007 | Computer Graphics World | Entertainment Architects | Interview
- 2007 | Maya Masters | Nominee
- 2007 | CG Architect International Visualization Competition | Judge
- 2007 | VizMasters Convention | Hybrid Production Design Pipelines | Presentation
- 2006 | Computer Graphics World | Staging Action on Virtual Sets | Interview
- 2006 | Cinefex 106 | The Da Vinci Code | Article
- 2006 | CG Architect | Production Design: From Analog to Digital to Built Environments | Article
- 2006 | 3D World | The Da Vinci Code | Interview
- 2004 | Cinefex 97 | Matrix Revolutions, Heavy Metal | Interview
- 2004 | CGNetworks | Matrix Revolutions | Interview
- 1998 | Computer Graphics World | A Case for Digital Set Design | Article
- 1998 | Top 3D Artists Ring | Featured Website | xybd.com

LANGUAGES

Professional Level: English, French, Romanian.

EDUCATION

- Master of Architecture II (Fulbright Scholar, Minor in CAD) | Pratt Institute / Massachusetts Institute of Technology | 1992 - 1994
- Master of Architecture | Ion Mincu Institute of Architecture, Bucharest | 1984 - 1990

TECHNICAL SKILLS

Maya | Twinmotion | ZBrush | Rhino | Unreal Engine | Unity | Adobe Creative Cloud | Miro | ShotGrid | FTrack

KEYWORDS

Virtual Production, Art Direction, Production Design, VAD, VFX, Digital Sets, 3D Visualization, Concept Art, Technical Director, Set Supervision, Maya, Unreal Engine, Unity