

Rodney Florencio da Costa, MFA

EXECUTIVE PROFILE

Visual Effects Supervisor, Creative Director, and Academic Leader with **25+ years of experience** across film, television, real-time graphics, and immersive technologies.

Currently **Professor of Practice and Virtual Reality Researcher at Clemson University**, specializing in **AI-integrated workflows, Unreal Engine pipelines, and virtual production**.

Proven ability to lead teams of **100–400+ artists and technologists**, deliver high-end content for **Netflix and global brands**, and build scalable pipelines bridging **industry production and academic innovation**.

Former Founder and Executive Director of **Abduct Studios (2015–2026)**, an international VFX and finishing facility.

Member of **Visual Effects Society** for several years and VES **Awards Judge since 2018**.

CORE EXPERTISE

- Virtual Production & Real-Time Pipelines (Unreal Engine)
 - AI Integration in Creative and Production Workflows
 - VFX Supervision & Large-Scale Production Leadership
 - Academic Program Development & Curriculum Design
 - Graduate Mentorship (MFA / MS Thesis Supervision)
 - Cross-Disciplinary Team Leadership (Creative + Technical)
 - XR / VR / AR Development and Strategy
 - International Production & Studio Operations
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PROFESSIONAL EXPERIENCE

Professor of Practice | Virtual Reality Researcher

Clemson University
2018 – Present

- Develop and lead graduate and undergraduate courses in:
 - Visual Programming (Unreal Engine)
 - Sound for Animation & Games
 - 3D Modeling, Look Development, and Virtual Production
 - Integrate **AI-driven workflows and real-time production pipelines** into curriculum design
 - Advise and mentor **multiple MFA and MS graduate theses annually**, serving as **Primary Advisor and Committee Member**
 - Guide thesis projects from concept through **research, production, and final defense**
 - Supervise student work aligned with **industry standards and emerging technologies**
 - Contribute to curriculum innovation in **virtual production, XR, and USD-based workflows**
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Founder & Executive Director

Abduct Studios — Brazil / Mexico
2015 – April 2026

- Founded and led an international VFX, Interactives systems and finishing studio
 - Delivered projects across **feature films, streaming series, and commercial campaigns**
 - Built production pipelines integrating **Maya, Blender, Houdini, Unreal Engine, and DI workflows**
 - Managed distributed teams across multiple countries
 - Led business development and international client relationships
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Visual Effects Supervisor / Creative Director

International Productions — Mexico / Brazil
2009 – 2015

- Supervised VFX for feature films and large-scale productions
 - Led teams of up to **400 artists and production staff**
 - Managed full production lifecycle from pre-production to delivery
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Executive Director | Producer

Novo Tempo Television
2005 – 2009

- Managed a **65+ person production team**
 - Produced television programs, live events, and music content
 - Oversaw full production and post-production pipelines
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Founder & Executive Director

Netsun Technologies and Services

2000 – 2005

- Built and led an early internet services company in São Paulo
 - Managed a **35+ person team** delivering digital infrastructure solutions
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SELECTED PROJECTS

Film & Streaming

- *12 Segundos* — Executive Producer / VFX Supervisor
 - #1 Box Office (Central America)
 - Netflix Audience Award Winner
- *Blood Pact (Netflix)* — Senior VFX Supervisor

Commercial / Global Brands

- Coca-Cola x Marvel (*Avengers: Endgame*) — AR Supervisor
- Coca-Cola AR Christmas Experience — Creative Director
- Village Mall Campaign — VFX Supervisor (feat. Nicole Kidman)

Real-Time / XR

- VR Training Systems (Kemet Corporation) — Unreal Engine Development
 - São Paulo Design Weekend — VR Experience Lead
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AWARDS & RECOGNITION

- Netflix Awards — **Best Picture / Audience Choice** (*12 Segundos*)
- Mexican Cinema Journalists — **Best Animated Film (Winner)**
- Ariel Awards — Nominee
- Platino Awards — Nominee
- Golden Trailer Awards — Nominee

EDUCATION

- **Master of Fine Arts (MFA), Digital Production Arts**
Clemson University — 2021
- **Bachelor of Communication**
Braz Cubas University — 2017

TECHNICAL EXPERTISE

3D / VFX / Real-Time

Maya · Houdini · Blender · ZBrush · Substance · Unreal Engine 5

Rendering & Look Development

Arnold · Redshift

Compositing / Editorial

Nuke · Fusion · Premiere · DaVinci Resolve

Pipeline / Systems

USD · ShotGrid · AI-assisted workflows

REFERENCES

Available upon request