

LUIS FERNANDEZ

CONTENT CREATOR | WRITER | DIRECTOR



In an everchanging world, especially after the test of these last years, my desire, I should say my urgent need, is to continue to explore new ways to tell our vital stories and ultimately to connect. I graduated as an architect in my early 20s, later as a filmmaker, I've written books and essays and articles and fiction in the form of novels, series and movies, yes. But also, and I think I could underscore this "also", I'm still searching for that awe-inspiring collective experience I felt as a kid in the audience of a movie theater. I don't know where it is or how to create it now, with what we've learned and are still processing, there's certainly no formula and our ways to connect keep changing by the minute, but I believe HERE, with YOU, lies a shiny path towards it.


SINCERELY,
LUIS

Writer, director, filmmaker and content creator with over 15 years of experience working with studios and production companies in different stages of the creative process. In an everchanging environment, the focus is on finding new, exciting ways of telling stories and a deep understanding of the audience with one main goal in mind: TO CONNECT.

EDUCATION

ARCHITECT

Universidad Simon Bolivar
Caracas, Venezuela
Graduate School of Design
HARVARD

FILMMAKER

New York Film Academy

CREATIVE WRITING

Robert McKee Workshop



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EXPERIENCE

CREATIVE DIRECTOR | WRITER | DIRECTOR 2015 · 2022 BROADWAY EN ESPAÑOL

A creative partnership collaboration expanding all stages of the creative process, from initial concepts, pitching decks, writing, directing, editing and marketing of original and adapted contents for the stage and screen.

- Contents in English and Spanish.
- Global understanding of the whole scope of the creative process.
- Leading multidisciplinary teams towards the desire goal.
- A comprehensive understanding of regional audiences in Latin America and US Hispanic.
- Bold and groundbreaking contents and original ways to tell the story.

One of the recent products of this partnership is THE VIRTUAL STAGE concept. Born during the pandemic, contents are created from unique new perspectives. Stories are told by “hacking” the character’s devices and captured 100% on iphones from live remote performances via zoom with audiences in over a dozen countries. The results of these virtual experiences have been awarded in the film festival circuit and have served as a powerful vehicle to connect with a broad audience reaching them by turning their devices [phones, tablets, laptops, TV] into our virtual stage. [Links available].

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PUBLISHED WORK

"The man everybody wanted to be". Novel.
[Spanish. Ediciones B. 2005] .
"The Sex Sense". Weekly column.
EME Magazine.

BESTSELLING AUTHOR OF:

"The Sex Sense,
an essay collection". [Ediciones B
2006].
"My First 500". Essay.
[Ediciones B, 2007].
"A Shady Reputation". A Play.
[Ediciones B, 2007]
"It's not you, it's me". Essay.
[Ediciones B, 2008].
"We need to talk". Essay.
[Editorial Planeta, 2017].

EXPERIENCE CONTINUED

CONTENT CREATOR | WRITER 2019 · 2022

SONY PICTURES TELEVISION [LATAM & USH]

Content creator and writer of drama and comedy series for audiences in Latin America and US Hispanic.

- Development of bold unique stories, edgy dramas and dark comedies from the main idea all the way to the final product for the screen.
- Creating assertive and engaging pitches and decks.
- Leading a writer's room towards solid and unique scripts.
- Creating comprehensive, bold and unique audiovisual concepts for our shows. [Example link available].
- A clear understanding of the complex and diverse demographics of the audience.

The dark comedy "REPUTACIÓN DUDOSA" ["Shady Reputation"] an original story created by Luis Fernandez, based on his play, had its first season already produced in Mexico City and is currently in post-production. A SONY PICTURES TELEVISION production to be streamed later in 2022 on the CLARO platform for all Latin America.

CONTENT CREATOR | WRITER 2017 · 2019

VIP 2000 TELEVISION STUDIO [US] and CASABLANCA [Brazil]

Content creator, writer and project manager of contents.

- Creating original content for television and streaming, focusing on edgy, intriguing and complex stories in different genres and formats.
- Reading the target audiences to create appealing, innovative contents.
- Preparing concept boards and pitch decks with bold ideas and engaging, thought provoking questions.
- Coordinating and leading writer's rooms of several projects of both scripted and unscripted shows.
- Supervising and managing the creative process from the initial concepts all the way through production, postproduction and marketing.
- Coordinating and leading complex teams un different stages of the creative process, including working with foreign crews and directors in different countries and writers, editors, animators and other postproduction professionals. [Panama, Brazil, US].



DIRECTOR WORK

"The Human Voice".
Experimental film. 2021
Best Film Calcutta Int. Film Fest.
Official Selection in 7 International
Film Festivals. 2021-22

"Unknowns".
Experiential Film. 2022.
Best Indie Short, Best Director
Los Angeles
International Film Festival.

"An almost perfect couple"
Virtual Experimental Film. 2021.
Official Selection OUTFEST Film
Festival. Los Angeles.

"Bloody Mary at \$2.50".
Virtual Experimental Film.
Shot on iPhone from live
performances. 2020.

"We need to talk". Series Pilot.
2019. Based on his book.

"Blue Sky". Short Film.
Official Selection Hollyshorts Film
Festival. Hollywood.
Cartagena Film Fest., Lucania
Film Fest.

"American Heretic". Short Film.
[Links Available]



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EXPERIENCE CONTINUED

CONTENT CREATOR | WRITER | DIRECTOR 2016 · 2018
CISNEROS STUDIOS

A creative partnership focused in developing stories for television and streaming, new media, social networks and smartphones.

- Writer, director and associate producer of series for television and streaming.
- Focus on the audiences needs and anticipating new ways to engage, connect and reach them with scripted and unscripted contents.
- Concepts, pitch deck, audiovisual interactive proposals and content for new media, facebook and instagram.

EXTRA

ASSOCIATE PRODUCER
FILM AND STREAMING

An associate producer in short and feature films, series for streaming and new media content.

- "The Virtual Stage Experience". New Media. 2020 · 2022.
- "We need to talk". Series Pilot. 2018.
- "Tamara". Feature Film. Best Film Milan Film Festival. 2017.
- "Unconventional". Unscripted TV. 2019.

PRODUCTION DESIGN · VISUAL CONCEPTS

A vision rooted in a strong aesthetical approach to storytelling.

SKILLS

FLUENTLY BILINGUAL ENGLISH · SPANISH.
Adobe Premiere Pro Digital Video · Editing [Advanced].
Visual Effects & Motion Graphics Adobe After Effects.
Adobe Photoshop and Illustrator [Advanced].
Final Cut Pro Editing.



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