

# James McKay

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## Background

Producer, director, and creative technologist. Two decades of creating and delivering video, film, television, brand campaigns, and interactive installations. Now building storytelling platforms and interactive experiences through Creative Context.

Atlanta-raised. Started on stages at Seven Stages and the Alliance. Moved into film, network television, and brand production. Managed crews and budgets across 50+ cities on 6 continents.

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## Selected Work

### **AI Generated Virtual Avatars, XR Tours, and Interactive Simulators — RF Studio53 / Creative Context | 2022–Present**

Built AI brand ambassadors, VR/XR/AR brand installations, and gamified campaigns for Fortune 500 clients across finance, healthcare, pharma, tech, luxury, and aviation. Corporate AGMs, live streams, and hybrid events for global audiences.

### **Would I Lie To You? — The CW Network | 2022**

Production Manager. 13 episodes, 45-person crew, 10-day shoot. 6.5 hours of broadcast television delivered on schedule.

### **Ripley's Believe It or Not! — Travel Channel | 2020**

Production Supervisor. 60+ segments across 25+ cities on 6 continents. 100+ person distributed crew. Zero safety incidents.

### **netuser — Feature Film | 2020**

Writer, producer, director. Narrative short starring Denis O'Hare. Best Film, LGBT Los Angeles Film Festival.

### **Adidas / Champs — Brand Campaign | 2019**

Produced branded documentary featuring A-list talent. Concept through final delivery across broadcast, digital, and social formats.

### **Shadow of Doubt — Discovery ID | 2015–2016**

Line Producer. 6 × 60-minute true crime episodes across multiple cities. Directed recreations coordinated with law enforcement.

### **States of Undress S.2 / Country Buck\$ S.2 — Viceland / A&E; | 2016**

Line Producer. Documentary series spanning fashion and outdoor production.

### **Pirates of the Caribbean II and III — Walt Disney Pictures | 2005–2007**

Production Secretary. 600+ crew across 3 Bahamian islands.

### **Superman: Man of Steel — Warner Bros. | 2011**

Background casting. Metropolis and Smallville.

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## Additional Networks and Studios

MTV, National Geographic, Animal Planet, SyFy, Food Network, NBC Universal, Sony Pictures Television

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## Technical Practice

Full-stack web development (Next.js, TypeScript, React). Projection mapping (MadMapper). Gesture and motion tracking (MediaPipe). AI-integrated production using Claude, Whisper, Remotion, and custom toolchains. Prototyping and shipping working systems weekly.

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## Theater

Artistic Associate and Performer. About Face Theatre, Chicago. pushpush theater, Atlanta. 1996–2005.