

BRENDAN O'NEIL



CREATIVE & STUDIO INNOVATION LEADER

Studio transformation · AI & agentic pipelines · Visual production · Content operations

📍 New York ✉ brendanmoneil@gmail.com 🔗 linkedin.com/in/brendanmoneil 🌐 brenthecreator.com

~25

PERSON STUDIO TEAM BUILT

\$5M+

STUDIO REVENUE, NEW YORK

20+

YEARS IN VISUAL PRODUCTION

AI

STUDIO TRANSFORMATION

01 EXECUTIVE PROFILE

Creative leader who founded, built and ran a New York production studio, and now rebuilds content engines around AI, CGI and automation. 20+ years across visual production, VFX supervision and studio operations.

TARGET > Senior studio leadership where creative standards, emerging technology and production economics meet.

02 CORE EXPERTISE

Studio transformation

Creative direction

AI & agentic workflows

CGI & virtual production

End-to-end photo & video

Content operations

Team leadership

03 EXPERIENCE

MONKS New York, NY

Aug 2025 - Present

SENIOR CRAFT DIRECTOR · CREATIVE / AGENTIC / COMPUTATIONAL CREATIVITY & INNOVATION

- ◆ Lead AI-enabled creative systems and agentic production workflows
- ◆ Builds POC applications for enterprise Monks AI platform Monks Flow and leads ongoing craft exploration
- ◆ Client communications, pitches and SOW builds
- ◆ Vendor and third-party platform enterprise deals and negotiations
- ◆ Design pipelines pairing generative AI and CGI with creative direction
- ◆ Building agentic systems to automate content creation and LLM workflows
- ◆ Architecting agent workflows, from VFX to task automation
- ◆ AI pipelines and AI content at scale
- ◆ Innovation across real-time, VFX, digital twins, AI image and video generation, model building, LoRAs and fine-tuning
- ◆ Building training and inference models for media creation; helping build Monks Flow and the vision for Monks Computational Creativity

SOMBRA LABS New York, NY

Feb 2023 - Jul 2025

CO-FOUNDER · ECD / HEAD OF INNOVATION & AI PIPELINES

- ◆ Led creative and AI direction across global brand programs
- ◆ Directed AI pipeline solutions and company-wide R&D
- ◆ Oversaw production management and teams of creative technologists
- ◆ Web3 development
- ◆ Image and video generation pipelines, including ComfyUI
- ◆ R&D on LLMs and frontier models

BONFIRE New York, NY

2015 - 2025

FOUNDER · ECD / HEAD OF VFX

- ◆ Founded and grew a NYC creative / VFX studio to ~25 staff and \$5M+ revenue
- ◆ Owned studio strategy, creative direction, operations, staffing and P&L
- ◆ Ran end-to-end production: concept, bidding, shoot, post and delivery
- ◆ VFX supervisor on set across national commercial and brand campaigns
- ◆ Flame, Nuke, CGI, motion graphics and producing, remote and on-site
- ◆ Motion capture: Xsens, Rokoko, Perception, Manus, Leap Motion



03 EXPERIENCE · CONTINUED

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INDEPENDENT

New York, NY

Oct 2013 - 2015

SENIOR VFX SUPERVISOR & CREATIVE DIRECTOR

- Senior VFX supervision and creative direction for national commercial and brand campaigns
- Led teams of designers, Flame and Nuke compositors and 3D artists across NYC, LA, Chicago and international jobs
- Hands-on Flame, Nuke and Resolve compositing, finishing and colour, running jobs directly with clients
- Pipeline consultation and on-set supervision, laying the groundwork for Bonfire

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THE MILL

New York, NY

May 2009 - Sep 2013

OCT 2011 - SEP 2013 LEAD FLAME & NUKE ARTIST · VFX SUPERVISOR

MAY 2010 - OCT 2011 SMOKE & NUKE ARTIST

MAY 2009 - APR 2010 NUKE ASSIST

- Led client-attended VFX projects: conform, edit management, high-end compositing and mastering
- Second and third artist on lead jobs: compositing, CG, cleanup, tracking, versioning and mastering

04 SKILLS

- Creative direction
- Flame · Nuke · Resolve
- AI image & video pipelines · ComfyUI
- Unreal Engine & real-time
- Studio leadership & production
- VFX supervision & finishing
- Agentic systems & LLM workflows
- Model training · LoRAs · fine-tuning
- Motion capture (Xsens, Rokoko, Manus)

05 EDUCATION

SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications

2005 - 2009

B.S. Communications (Television, Radio, Film) ·

B.A. Spanish Language & Literature · Minor: Developmental Psychology

06 SELECTED CLIENTS

- TUMI
- NIKE
- ADIDAS
- STAPLES
- COCA-COLA
- P&G
- META
- CHEVROLET
- PORSCHE
- E*TRADE