

CREATIVE PRODUCTION DIRECTOR

Arkadiusz Leszko

Building creative organizations that deliver
world-class marketing, entertainment and
interactive experiences.

WARSAW, POLAND



For more than fifteen years, I have been helping global brands, studios and publishers transform ambitious creative ideas into predictable execution.

My experience combines creative leadership, production management, organizational development and emerging technologies—from AAA game cinematics and premium automotive campaigns to film, streaming and immersive experiences.

I build teams, capabilities and operating models that enable organizations to consistently deliver exceptional creative work.

Creative excellence is never an accident. It is the outcome of strong leadership, aligned teams and disciplined execution.

Executive Summary

I build high-performing creative organizations that turn ambitious ideas into world-class execution.

Throughout my career, I have worked at the intersection of creativity, production, technology, marketing and business, helping organizations deliver complex projects while building the capabilities required for long-term growth.

Rather than focusing on a single discipline, I connect people, processes and technology to create environments where creative teams consistently perform at their best.

My leadership experience includes

- 01 Building and scaling multidisciplinary creative teams.
- 02 Developing new production capabilities and organizational competencies.
- 03 Leading complex productions across gaming, entertainment and global marketing campaigns.
- 04 Aligning executives, creative teams, technical specialists and external partners around shared business objectives.
- 05 Introducing emerging technologies, including Unreal Engine and AI, where they create measurable business value.

Create the conditions that allow exceptional creative work to happen.

From Artist to Executive Leadership

I began my career as a 3D Artist and Compositor, developing a deep understanding of visual storytelling, production craftsmanship and image quality. That artistic foundation continues to influence how I evaluate creative work today.

As my career evolved, so did my responsibilities. I naturally moved from creating content to leading productions, developing teams and building organizational capabilities.

Over the years, my focus expanded from delivering projects to creating the environments that make outstanding creative work possible.

01	02	03	04	05	06
Artist	Technical Specialist	Lead & Supervisor	Head of CG	Built Unreal Engine Capability	Creative Production Director

Today, I don't see my role as managing productions. I see it as building organizations capable of delivering exceptional creative work—consistently, predictably and at scale.

Building Creative Organizations Through Leadership, Execution and Innovation

Successful creative organizations are not defined by individual talent alone. They succeed when leadership, production, marketing, technology and business operate as one connected system.

The value I bring is not expertise in one discipline, but the ability to align creative, production, marketing, technology and business into one high-performing organization.

01	Creative Leadership Creating environments where creative excellence can thrive. Creative direction support · Visual quality & storytelling · Art direction collaboration · Creative decision-making · Quality standards
02	Production & Creative Services Transforming ideas into predictable delivery. Creative production leadership · Marketing content production · Campaign execution · AAA cinematics · Vendor management · Production planning · Delivery excellence
03	Organization & People Building teams that scale. Team building · Hiring & mentoring · Organizational design · Capability development · Cross-functional leadership · Performance culture
04	Technology & Innovation Leveraging technology to create business value. Unreal Engine · AI adoption · Real-time production · Virtual production · Production pipelines · Technology strategy
05	Business & Executive Alignment Connecting creative ambition with business objectives. Executive stakeholder management · Strategic planning · Budget ownership · Organizational transformation · Cross-regional collaboration · Decision support

Building organizations where creative excellence becomes predictable.

Throughout my career, I have learned that exceptional creative work is rarely the result of individual talent alone. It emerges when talented people operate within an environment built on trust, clarity and shared accountability.

As a leader, my role is not to have all the answers. My role is to create the conditions where great teams can consistently deliver their best work.

People First

The strongest competitive advantage any creative organization can build is its people. Hiring, mentoring and developing talent creates value that extends far beyond any individual project.

Clarity Drives Performance

Creative teams perform best when expectations, priorities and decision-making are transparent. Clear direction creates confidence. Confidence creates better creative work.

Technology Serves Creativity

Technology should never become the objective. Whether implementing Unreal Engine, AI or new production workflows, the goal is always the same: enable people to create better work, faster and with greater confidence.

Execution Builds Trust

Ideas create excitement. Reliable execution creates reputation. Organizations earn trust by consistently delivering quality, meeting commitments and solving problems before they become risks.

Leadership Means Enabling Others

The measure of leadership is not personal recognition. It is the ability to build teams that continue to succeed, grow and make better decisions long after the leader has left the room.

My responsibility is not to be the smartest person in the room. It is to build a room where talented people can do their best work together.

Building Organizations, Not Just Teams

The most valuable work I have done has never been a single project. It has been creating the capabilities that allow organizations to deliver exceptional work repeatedly.

Throughout my career, I have been entrusted with challenges that required building something that did not yet exist—new teams, new production capabilities, new workflows and new ways of working.

BUILDING A NEW CAPABILITY

One of the most significant examples was establishing an Unreal Engine production capability from the ground up. This was not simply a technology initiative.

It required aligning business objectives, executive sponsorship, recruitment, production workflows, artist development, pipeline design and commercial execution into one scalable operating model.

BEYOND UNREAL ENGINE

Building multidisciplinary teams capable of scaling with business demand.

Introducing AI through structured experimentation and executive education.

Developing production standards that improved predictability and delivery quality.

Connecting creative, technical and business stakeholders around shared objectives.

Creating environments where innovation becomes part of everyday production rather than isolated experimentation.

KEY OUTCOMES

Built and scaled a strategic Unreal Engine capability.

Expanded the studio's commercial offering.

Established scalable production workflows.

Developed multidisciplinary teams.

Strengthened long-term organizational capability.

Great organizations are built intentionally. Technology is only one part of the equation. Leadership is what turns capability into long-term competitive advantage.

Creative Services is where business strategy, brand, marketing, creative excellence and execution come together.

Marketing Campaign Production	Premium automotive campaigns, branded films and integrated creative productions supporting global marketing initiatives.
AAA Game Cinematics	High-end cinematics created for global game publishers, supporting franchise marketing and player engagement.
Entertainment Content	Visual effects and creative production for feature films, streaming platforms and premium television productions.
Immersive Experiences	Large-scale real-time experiences, themed entertainment and custom installations combining storytelling, technology and audience engagement.
Cross-functional Creative Delivery	Working across marketing, production, technology and executive leadership to align creative ambition with delivery realities.

Build capabilities. Develop people. Improve execution. Enable growth.

Unreal Engine Capability

CHALLENGE

Establish a commercially viable real-time production capability within an organization traditionally focused on offline VFX production.

BUSINESS IMPACT

Established a new production capability. Expanded the studio's commercial offering. Accelerated project delivery. Positioned the organization among early adopters of real-time production.

AI Readiness

CHALLENGE

Evaluate emerging AI technologies before production standards and commercial models were established.

BUSINESS IMPACT

Enabled informed executive decision-making. Reduced uncertainty around AI adoption. Built internal knowledge. Supported early commercial initiatives.

Cross-Regional Production Leadership

CHALLENGE

Lead complex international productions involving multiple stakeholders, vendors and creative teams.

BUSINESS IMPACT

Improved delivery predictability. Increased stakeholder confidence. Reduced production friction. Strengthened long-term collaboration.

The greatest impact rarely comes from solving today's production challenge. It comes from building an organization that solves tomorrow's challenges more effectively than yesterday's.

Creative organizations become exceptional because they create an environment where talented people can succeed together.

Hiring for Potential

Technical skills can be developed. Curiosity, ownership, collaboration and the ability to grow create long-term value.

Creating Psychological Safety

The best creative ideas emerge where people feel comfortable asking questions, challenging assumptions and learning from mistakes. Innovation requires trust.

Developing Future Leaders

Strong organizations cannot depend on one decision-maker. I believe in mentoring people, sharing responsibility and creating opportunities for others to grow into leadership roles.

Building Cross-functional Teams

Artists, producers, engineers, marketers and executives all contribute to the same outcome. My role is to create alignment between them.

Projects eventually end.
Teams remain.

Teams become more independent.

Decision-making becomes faster and clearer.

Collaboration improves across disciplines.

Creative quality continues to rise.

People grow faster than the organization itself.

Building a New Production Capability

CHALLENGE

The organization recognized the potential of Unreal Engine, but technology alone was not enough to create a sustainable business capability. The challenge extended far beyond software adoption.

It required building an entirely new operating model—people, processes, production standards, commercial readiness and executive alignment. The objective was not simply to introduce a new tool. It was to establish a production capability the business could rely on.



LEADERSHIP

I led the initiative from organizational, production and strategic perspectives. This included:

Defining the long-term vision.

Building and scaling a multidisciplinary team.

Recruiting and mentoring specialists.

Establishing production workflows and quality standards.

Supporting executive decision-making and driving adoption across departments.

BUSINESS IMPACT

The capability evolved from an experimental initiative into a commercially successful production function.

Built and scaled the Unreal Engine capability.

Delivered the first commercial project within two months.

Contributed to Epic Games Authorized Service Partner status.

Expanded the organization's service offering.

Established the operational foundation for future growth.

Technology may initiate transformation. Leadership determines whether transformation lasts.

The most complex creative challenges are rarely creative problems. They are alignment problems.

Executive Leadership	Aligning creative initiatives with business priorities, investment decisions and long-term organizational goals.
Marketing & Brand Teams	Supporting campaign execution, creative production and brand storytelling while balancing quality, timelines and production realities.
Creative Teams	Creating environments where artists can focus on exceptional work through clear direction, effective planning and transparent decision-making.
Technical Specialists	Collaborating with Unreal Engine teams, pipeline developers and technical directors to transform innovation into practical production solutions.
External Partners	Building trusted relationships with agencies, vendors, technology partners and international clients to ensure predictable collaboration across organizations.

Delivering creative production across industries, cultures and organizations.

Gaming	AAA cinematics, franchise storytelling and marketing content.	Activision	NetEase	Tencent	Nexon
Entertainment	Feature films, streaming productions and immersive experiences.	Netflix	Paramount		
Automotive	Global campaigns for premium and international automotive brands.	Aston Martin	BMW	Audi	Toyota Nissan
Technology & Innovation	Interactive experiences, virtual production and AI exploration.	Google	Epic Games		

I connect strategy with execution, people with opportunity, and technology with business value.

Strategic Perspective	Connecting long-term business objectives with everyday production decisions. Helping organizations make choices that remain valuable beyond a single project.
Execution	Turning ambitious ideas into structured, achievable execution. Reducing complexity through planning, communication and ownership.
Technology	Exploring new technologies with a clear purpose. Innovation should improve the way people work—not become the work itself.
Organizational Growth	Building capabilities that continue creating value long after implementation. Developing people, improving processes and strengthening collaboration.
Partnership	Being a trusted partner for executives, producers, artists and technical teams. Helping different disciplines move toward one common objective.

My role is not to replace specialists. It is to help specialists perform at their highest level.

15+

YEARS

Leading creative production across gaming, film, advertising and entertainment.

30+

SPECIALISTS

Built and scaled a multidisciplinary Unreal Engine production capability.

50+

HIRES

Recruited, mentored and developed creative and technical professionals.

Multi-million

USD BUDGETS

Supporting executive decision-making while balancing quality, schedules and commercial objectives.

Achievements matter. The ability to repeat them through stronger teams and better organizations matters even more.

Leadership is not defined by hierarchy. It is reflected in everyday decisions.

I Lead From Within

I stay close to my teams because the best decisions are made close to the work.

I Build Trust Before Control

Trust creates ownership. Ownership creates accountability. Accountability creates exceptional work.

I Build Leaders

One of my responsibilities is helping people grow into confident leaders who can make decisions independently.

I Develop Strengths

People grow faster when they build on their strengths and are trusted to use them.

I Share the Journey

I don't ask teams to explore new technologies alone. Whether it's Unreal Engine, AI or new production models, I explore alongside them.

I Stay Calm Under Pressure

Creative environments need clarity more than pressure. Calm leadership enables better decisions.

Creative industries are entering a period of profound transformation.

Organizations will increasingly need leaders who can connect creativity, technology, marketing and business—while keeping people at the center of change.

Artificial Intelligence

Real-time production

New business models

New audience expectations

I don't measure success by the size of the teams I build. I build the teams others want to join.

THANK YOU

16

Thank you.

Thank you for taking the time to review my portfolio. If my experience, leadership approach and perspective align with your organization's ambitions, I would welcome the opportunity to continue the conversation.

Arkadiusz Leszko

CREATIVE PRODUCTION DIRECTOR · WARSAW, POLAND

arkadiusz.leszko@gmail.com

+48 661 044 531 · [linkedin.com/in/arkadiusz-leszko](https://www.linkedin.com/in/arkadiusz-leszko)

