KEAGAN MACPHERSON

3D GENERALIST & CREATIVE PRODUCER

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PROFILE

3D Generalist with ten years in live events, virtual production and interactive activations, taking designs from first concept to show day. I model, light and render in Blender and Cinema 4D, build real-time worlds in Unreal Engine, and animate, composite and edit in After Effects and Premiere Pro. My work has been built at full scale, so I know how light, materials and scale behave in the real world, and I stay calm against a fixed show date. I lead teams on site and have brought new tools and workflows into my studio's pipeline.

SKILLS

Modelling
Blender

Real-time environments
Unreal Engine, Twinmotion, TouchDesigner

Lighting and rendering
Blender, Twinmotion, Depence, Cinema 4D

Motion graphics and editing
After Effects, Premiere Pro

Technical drawing
Vectorworks

Graphic design
Photoshop, Illustrator

EDUCATION

3D Modelling and Animation in Blender
Academy of Digital Arts · 2023

Virtual Production in Unreal Engine
NYU Online · 2020

BA coursework
University of Cape Town · 2009–2013

Drawing and Photography
Ruth Prowse School of Art · 2008

EXPERIENCE

Creative Producer
Bad Weather Productions · 2019–present

- **Design and visualise:** 3D visualisations, renders, flythroughs and technical drawings, from my own designs and from colleagues' concepts.
- **Build real-time worlds:** Unreal Engine environments for virtual production, including vision mixing and camera control on the shoot.
- **Create screen content:** video visuals, animation, dynamic leaderboards and signal flow for live shows and activations.
- **Produce and deliver:** technical project management across video, set, structures and audio, working with international artists and teams through to show day.
- **Grow the studio:** helped build the creative team and introduced Blender, Unreal Engine, Twinmotion, TouchDesigner and better Vectorworks workflows.

Creative Developer
Bad Weather Productions · 2016–2019

- Modelled, lit and rendered 3D visualisations for stages, exhibitions and brand activations.
- Created motion graphics and LED screen content in After Effects; drew technical plans for complex builds in Vectorworks.

Junior QA Engineer
Urbian · 2014

- UX and usability testing on web apps; content updates and campaign rollouts.

OTHER

English Teacher
Volunteers Colombia · 2015

- Taught English in an international volunteer setting, building communication and presentation skills.

Comic Con Africa & Comic Con Cape Town
2019–2026 · Gaming activations

Project lead from ideation to on-site execution: Telkom VS Gaming, Doritos Crunch Cup, and Red Bull Kumite qualifier, Golden Letters and Wings Cup. Player experience and flow, technical drawings, visual assets, dynamic leaderboards, animation, signal flow, renders and flythroughs.

Red Bull Symphonic
2024–2026 · Show visuals

Video screen visuals for the full show in 2024 and 2025: moodboard, story and creative vision, timecoded to lighting and audio, with a client previs. Assisted in 2026.

Sun-EL Musician — To The World And Beyond
2020 · Virtual concert

Unreal Engine environments and vision mixing for the SAMA-winning virtual concert.

Red Bull Locked In
2026 · Bellville Velodrome

Took the 120-player Apex Legends LAN from inception to show day: concept, venue scouting, player journeys, drawings, renders, set design, production and show calling.

Rocking the Daisies
2016–2024 · Festival stages

Technical project manager and creative producer across the Johnnie Walker Jungle, Oasis, Savanna Beach Club and more.

SA20
2023–2026 · Stadium screens

In-stadium big screen operation and closing-ceremony screen content.