

Jonathan Fuentes

Creative Director | Director | Colorist

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[Portfolio](#)

Visual storyteller with 12+ years leading film, video, and broadcast production for brands including Amazon, Peloton, Verizon, IBM, and UFC. Combines creative direction, cinematography, and color grading expertise with hands-on leadership of teams and crews, delivering campaigns from concept through final color. Skilled in AI-assisted visual development workflows, including storyboarding and concept exploration, while maintaining a strong focus on cinematic language, authenticity, and intentional image-making.

EMPLOYMENT HISTORY

Creative • Freelance

2022 - Present

- Direct commercials, branded content, and documentaries for Amazon, Peloton, IBM, and UFC across broadcast, digital, and social.
- Run creative direction end to end on every project, from pitch through final color, with no handoffs.
- Personally execute multiple creative disciplines including cinematography, and color grading to maintain creative quality on resource-constrained productions.
- Deliver on time and on budget across East and West coast teams, regardless of project scale.
- Integrate AI-assisted workflows into pre-production, using generative tools for storyboarding, concept development, and visual references to improve creative alignment between clients and production teams while preserving the craft, authenticity, and intentionality of filmmaking.

Creative Lead • Malka Media

2016 - 2022

Full-time Director/Creative Lead/Head Colorist

- Directed and color graded 40+ shoots a year for Fortune 500 companies, running teams of copywriters, designers, illustrators, and freelancers from concept to final client presentation.
- Built and ran Malka's formal field training program, teaching lighting, sound, camera operation, and set etiquette to junior crew.
- Owned budget and scheduling on multi million dollar productions.

Freelance Director of Photography/Colorist

2013 - 2016

- Cinematographer for small productions, nonprofits, and independent projects, developing visual concepts from pre-production through delivery.
- Built a foundation in photography and visual storytelling, developing a strong understanding of composition, light, and intentional image-making.

About Me

I thrive at the intersection of storytelling and technology, shaping engaging content that informs and inspires. Whether capturing emerging tech trends, directing on-location interviews, or crafting data-driven narratives, I bring a passion for innovation and audience engagement. When I'm not producing content, I'm meditating, reading, writing screenplays and traveling the world to meet people that inspire me.

CLIENTS

Brand & Culture

UFC
Peloton
L'Oréal
Victoria's Secret
IKEA
Petco

Technology & Media

Amazon AWS
Verizon
IBM
Showtime
Telemundo
BET
Cellebrite

Business & Enterprise

Mastercard
Marriott International
Deloitte
Ogilvy

SKILLS

Directing Concept development, shot composition, on-set direction, talent coordination, Ai previs

Creative Leadership Team mentorship, pitch development, client presentations, brand storytelling

Post-Production Color grading, editing, DaVinci Resolve, Adobe Creative Suite, Frame.io

Technical Cinematography, lighting, remote production, Slack, Google Docs

Languages Bilingual (English & Spanish)

HIGHER EDUCATION

B.F.A. Film

Montclair State University
cum laude 2013