

# AARON SERVER

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## LIVE PRODUCTION TECHNICAL DIRECTOR & PRODUCER

*100+ Global XR & Live Productions Delivered | \$1M+ Budgets Managed | Teams Led Across 3 Continents*

Live Production Technical Director and Producer with 10+ years leading end-to-end event and broadcast operations, from budgeting and staffing through live technical execution. Equally fluent on the creative and engineering sides of production, with recent focus on XR (Extended Reality: AR/VR/MR) and emerging capture technologies for global brand, entertainment, and esports partners. Recognized for delivering flawless live execution under pressure with little to no preparation time.

### AREAS OF EXPERTISE

- Virtual Production / Virtual Cinematography
- Broadcast Engineering & Technical Direction
- Esports Broadcast Observer
- R&D / Technology Integration
- QA / Platform Advocacy
- Game Capture / Trailer Production
- Remote & Distributed Production
- Live Streaming & Live Events
- Customer Service & Client Relations
- Jib Operation

## CAREER HISTORY: A WINNING LEGACY

### Senior XR Technician

**Meta, via Dreamtek** | Seattle, WA

Jan 2022 – Present

Produced and managed the full lifecycle of live and recorded XR (Extended Reality: AR/VR/MR) productions, from pre-production and location installs through live execution and post, coordinating creative, technical, and partner teams end-to-end. Led an R&D program evaluating 12+ emerging capture technologies (high-frame-rate slow motion, wireless production workflows, AI-assisted capture), directly shaping the team's technical roadmap.

*Production work featured in The Verge, the official Oculus blog, and The Tonight Show, supporting major public marketing moments.*

- **Produced 100+ VR/AR productions for Meta's XR platforms**, including brand partnerships and internal leadership presentations shown to CEO Mark Zuckerberg and CTO Andrew Bosworth.
- **Pioneered a multi-camera VR capture workflow** that became standard operating procedure for 4-camera live-switched productions, adopted across North America, EMEA, and APAC production teams.
- **Sustained a high-volume weekly production cadence** (10+ consecutive weekly sessions on one series, 13 shoots on another) while running parallel innovation and hardware-testing sprints.
- **Coordinated cross-regional productions spanning three continents**, executing live relay-style handoffs for global broadcasts.

- **Built and delivered a 5+ course technical training curriculum**, upskilling the production team on broadcast-grade tools including vMix, NDI, and live-streaming integrations.
- Served as platform QA advocate, filing and tracking critical bugs that directly influenced product-team decisions.

**Notable Productions & Partners:** *Brand activations for Mastercard, BMW, MINI, Oreo, and Wendy's; entertainment projects with The Office, Blumhouse, Survivor, and The Met Gala; sports coverage for the NBA, WNBA, NFL, and NCAA; music and talent events with Coldplay, Doja Cat, Sabrina Carpenter, and Arcade Fire; and esports titles including Beat Saber, PopOne, and Super Natural Fitness.*

**Videographer** (Independent / Gig-Based) | Seattle, WA

Mar 2020 – Jan 2022

Delivered full turnkey video production, pre-production through final edit, for clients across live events, commercials, and branded content. Developed remote and low-contact production workflows to solve COVID-era shooting constraints while preserving creative quality.

- **Selected engagements:** Production Assistant, FIFA Seattle 2026; Jib Operator, Twitch Rivals 2022; Videographer, Cirque du Soleil (full turnkey production).

**Esports Regional Manager** (Acting Director of Esports)

Jan 2015 – Mar 2020

**GameWorks** | Seattle, WA (multi-state oversight)

Built the company's esports department from the ground up, opening new locations and hiring and training teams nationwide; assumed director-level scope while holding the Regional Manager title. Produced the official pre-EVO parties (2016–2019) and built training documentation and rulesets that new hires could follow with no prior esports experience.

- **Served as sole project manager for complete event lifecycles**, from player recruitment through award execution, across 1,000+ personally run events spanning 30+ game titles.
- **Managed tournament circuits with 2,500+ players** over 6+ month seasons, and led 7 teams of 10+ people across 7 states in every continental U.S. time zone.
- **Planned and executed budgets exceeding \$1M**, overseeing teams that ran hundreds of events per month.
- **Created Fighting Gameworks**, a recurring grassroots fighting-game series praised by top competitive players (including Justin Wong and NuckleDu), which ran from 2016 until the company's closure in 2020.
- **Designed a competitive Destiny 2 format for a Red Bull activation** that proved successful enough for Bungie to adopt for future events.

**Branded Events Delivered:** EVO, Red Bull Battlegrounds, Riot Games (among the earliest official viewing parties), the World of Warcraft: Legion global launch (self-sourced client contract), Tencent (PUBG), and early Hearthstone Battlegrounds broadcasts.

## CERTIFICATIONS

AVIXA | AV Technologist Certificate, Seattle, WA (2026)

## AWARDS & RECOGNITION

- Executive-level visibility at Meta: presentations delivered to and viewed by CEO Mark Zuckerberg and CTO Andrew Bosworth; named technical lead for all Tier I productions in team communications.
- 12+ formal peer recognitions from cross-functional Meta leadership for productions including Meta Connect, the Soapstone comedy series, and VR tournament events.
- Published/featured coverage: The Verge, Entertainment Weekly, the official Oculus blog, and The Tonight Show with Stephen Colbert.
- Winner, Reno Film Festival (short film, first festival entered).
- Award Winner, 48 Hour Horror Film Festival, Seattle.

## VOLUNTEER & COMMUNITY INVOLVEMENT

- Don't Park on the Grass 2025 (one of the world's largest Super Smash Bros. tournaments) | Producer, Event Organizer, Bracket Runner
- EVO 2017–2019 | Bracket Runner, Tekken Show Runner
- Northwest Majors 2019 | Event Organizer, Producer, Photographer
- Red Bull Battlegrounds, Seattle 2016 & Florida 2013 | Event Organizer/Producer/Bracket Runner; Lighting Director
- Frosty Faustings 2018 | Bracket Runner
- Solar Punk Festival, Seattle 2025 | Production Assistant
- Seattle Pride Parade 2026 | Production Assistant

## PROFESSIONAL AFFILIATIONS

Sports Video Group (SVG) | AVIXA

## EDUCATION

Full Sail University, Winter Park, FL | Bachelor of Science in Mar 2014