

Michal Finegold

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PRODUCT LEADER, SOFTWARE DEVELOPER & COMPUTER GRAPHICS PROFESSIONAL

Accomplished leader with 15+ years of experience in software development, computer graphics, and product management. Possess a unique combination of technical and artistic skills, adept at leading the development of software tools for both internal stakeholders and consumers. Experienced in high-end CG projects for film, episodic content, and advertising. Pioneered the integration of generative AI workflows into the visual effects pipeline, significantly reducing project delivery costs.

WORK HISTORY

Director of Product, Dopple | 04/2025 - Present

- Lead product strategy and execution for Dopple's 3D product configurator platform, designed for seamless embedding into client websites to drive engagement and conversion
- Define roadmap and prioritize features to improve conversion, including GA4 analytics integration, batch rendering tools, and AI-assisted asset workflows
- Collaborate with engineering, design, and art teams to deliver scalable, high-fidelity 3D experiences that integrate smoothly into modern web environments
- Establish product processes, documentation, and cross-functional communication channels to accelerate delivery and improve team alignment
- Support go-to-market efforts by translating technical innovations into clear client-facing value propositions
- Own product vision and roadmap, ensuring features are tied to measurable business outcomes
- Introduce new capabilities including interactive 3D features, batch rendering, AI-assisted workflows, and analytics tools to give clients actionable insights

Founder & Product Manager, Shmonster | 01/2016 - 03/2025

- Conceptualized, designed, and led the product development of 5 original interactive mobile apps in the creative educational space, overseeing their creation from inception to execution
- Completed projects within short timelines and on tight budgets by utilizing agile methodologies, leading to repeat business from satisfied clients
- Performed market research and implemented user experience design principles resulting in positive user feedback and nearly **1 million downloads** of the company's flagship app, PuppetMaster
- Secured a **utility patent** for PuppetMaster's innovative techniques of intuitive rigging and motion capture animation, opening up new partnership avenues for the company
- Delivered presentations at numerous technology and education events, attracting high-paying clients, facilitating widespread adoption of company apps in schools, and earning accolades from prestigious organizations such as the American Association of School Librarians
- Crafted games that use custom web-based databases to dynamically generate gameplay content, fostering diverse gaming experiences and allowing for seamless live updates without extensive development cycles

Computer Graphics Supervisor, CoSA VFX | 05/2022 - 03/2024

- CG Supervision on multiple network, cable, and streaming shows
- Implemented new generative AI workflows for the company using Stable Diffusion
- Projects include **Tom Swift**, **Mysterious Benedict Society**, **Station 19**, and **Westworld**
- Led teams of CG artists to complete shots for clients and meet tight deadlines
- Taught team members best practices and helped them solve technical and artistic challenges
- Facilitated effective communication and collaboration among teams, stakeholders, and clients
- Designed and implemented customized pipeline tools based on input from CG artists and supervisors

Computer Graphics Technical Director, Multiple VFX Studios | 07/2007 - 04/2022

- Implemented and supervised visual effects work on many film, television, and advertising projects, at companies such as **Weta Digital**, **Framestore**, **Animal Logic**, **Method Studios**, **The Moving Picture Company**, **The Mill**, and many more
- Notable projects include **The Hobbit: The Battle of the Five Armies**, **Station 19**, **Westworld**, **Happy Feet Two**, **Captain America: The First Avenger**, and the **Geico Gecko** commercials
- Contributed as a 3D artist and digital compositor, primarily focusing on lighting, compositing, and look development, with frequent work as a generalist as well

- Oversaw teams and provided mentorship to junior staff members
- Conducted R&D as a pipeline developer, designing, building and maintaining tools for 3D and 2D artists
- Designed user-friendly UI/UX for pipeline tools and provided training and technical support, resulting in increased adoption among artists
- Effectively facilitated cross-disciplinary communication between diverse art and technology departments to ensure smooth collaboration, efficiency, and productivity

ADDITIONAL EXPERIENCE

Adjunct Instructor, School of Visual Arts | New York, NY

- Created and taught Lighting and Rendering Course for BFA

Adjunct Instructor, Bloomfield College | Bloomfield, NJ

- Created and taught 3D Modeling Course for Creative Arts and Technology Department

3D Artist & Technical Assistant, Charlex | New York, NY

- Worked on high-end television commercials for prominent consumer brands, including **Proctor & Gamble, Verizon, and AT&T**
- Production work focused on materials, lighting, and compositing
- R&D work developing and maintaining production pipeline tools
- Designed and implemented the front end of a new web-based render submission system

Software Engineer, VCON | Herzliya, Israel

- Multithreaded programming, developing the VCON Conference Bridge- a server that enables video conferencing between multiple endpoints
- Redesigned the code for a new version of the product

EDUCATION

Master of Science in Digital Imaging and Design | New York University

Graduated with distinction, thesis recognized with honors, received partial academic scholarship, focus on 3D

Bachelor of Science in Physics and Computer Science | Tel Aviv University

Received partial academic scholarship from Physics Department

CORE COMPETENCIES

Project Management & Strategy, Cross-Functional Leadership, Software Development, Visual Effects, Product Design, Art Direction, UI/UX Design, Object-Oriented Programming, Database Design, Problem Solving

TECHNICAL SKILLS

Programming Languages & Frameworks: C++, C#, Objective-C, Swift, Python, MEL, TCL, SQL, Unity, ARKit, HTML, CSS, JavaScript, Three.js

Development Environments: Apple Xcode, Microsoft Visual Studio, Google Colab, Sublime Text

VFX: 3D, 2D, Design, Look Development, 3D Lighting, 3D Modeling, Shaders, Animation, Dynamics, Particles, Rigging, Rendering, Texturing, Digital Compositing, Motion Graphics, Editing, Scripting, Generative AI

Computer Graphics Software: Maya, Houdini, ZBrush, V-Ray, Arnold, RenderMan, 3Delight, Mental Ray, Mantra, Nuke, Photoshop, After Effects, InDesign, Premiere, Final Cut Pro, Motion, Shake, Stable Diffusion, Midjourney, Runway, Leonardo, ComfyUI

Emerging Technologies: AR, VR, Computer Vision, Motion Capture, Machine Learning, AI

Platforms: iOS, Android, Windows, macOS, Linux, ChromeOS, Web

Project Management Tools: Trello, Figma, Git, Jira

Math & Quantitative Analysis: 3D Math, Linear Algebra, Probability Theory, Data Science, 3D Geometry

Traditional Art: Drawing, Painting, Sculpture