

1st Assistant Director.	Luke Wheeler Wheeler & Simpson Ltd GST 108-092-270		Contact - Email lukeivanwheeler@gmail.com Tel 021 0788 705	
Based in Auckland New Zealand Dual Citizen (British & New Zealand)	Television drama. Streaming Productions Feature Films Premium Commercials		Crew Leadership • Scheduling & Logistics • Health & Safety • International Productions Software: Movie Magic Scheduling • Fuzzlecheck • Wattwenn • Excel	
PROFILE				
Experienced First Assistant Director with more than 20 years' experience across television drama, feature films, streaming productions and premium TV commercials in New Zealand and internationally.				
Calm under pressure, highly organised and solutions-focused, with extensive experience leading crews on complex productions. Trusted by producers and production companies to deliver efficient, collaborative sets while maintaining schedules, safety and clear communication from prep through to wrap.				
PRODUCTIONS				
Productions across Netflix, BBC, Amazon Studios, TVNZ and leading New Zealand production companies. Extensive premium TV commercial portfolio. Detailed production history follows.				
PRODUCTION HISTORY				
NOT AVAILABLE	OVERSEAS	2026	August	
TVC	Base Tech - Les Mills, - Dir TBC	2026	1ST AD	June/July
TVC	Special Made/Sky Sports - ABs, - Dir Josh Frizzell	2026	1ST AD	June
TVC	Clockwork, Maurjaro - Dir James Anderson	2026	1ST AD	June
TVC	Special Made. BlueBird - Dir James Anderson	2026	1ST AD	May
NOT AVAILABLE	OVERSEAS	2026	April	
FEATURE FILM	Whyte Xmas -	2026	1ST AD	March
TVC	Motion sickness Kathmandu - Dir Dylan Pharazyn	2026	1ST AD	March
TVC	Fish and clips Babich - Dir Jeff Wood	2026	1ST AD	March
TVC	Scoundel - Westpac	2026	Scout	March
TVC	Exit - Taco Bell	2026	Scout	March
TVC	Project Bird McDonalds	2026	1ST AD	March
TVC	Sweet Shop TradeMe- Dir Trevor Clarence	2026	1ST AD	Feb
TVC	Flying Fish Skinny - Dir Gary John	2026	1ST AD	Feb
NOT AVAILABLE	OVERSEAS	2026	Jan/Feb	
TVC	Pandora Augusto, Dir Leon Kirkbeck	2026	1ST AD	Jan
2025				
TVC	Subway Flying Fish, Dir James Anderson	2025	1ST AD	Nov
TVC	Subway Flying Fish, Dir James Anderson	2025	Scout	Nov
TVC	2 Degrees - Revolver Films, Dir Matt devine	2025	1ST AD	Nov
TVC	Farmers - The Storyboard , Dir James Holt	2025	1ST AD	Sept/Oct
TVC	ACC - Film Con - Dir Perry Bradley	2025	1ST AD	Sept
TVC	One Choice - FCB - Dir Mike Braid	2025	1ST AD	Sept
NOT AVAILABLE	OVERSEAS	2025	Aug	
TVC	One Choice - FCB - Dir Mike Braid	2025	1ST AD	May/June
NOT AVAILABLE	OVERSEAS	2025	April/May	
TVC	Steinlager/ Exit Dir Noah Marshall	2025	1ST AD	May
TVC	Betcha/ Fish Dir James Anderson	2025	1ST AD	March
TVC	Summerset Open day-FCB- Dir Mike Braid	2025	1ST AD	Feb/March
TVC	Adidas/Black Ferns Augusto - Dir Charlotte Evans	2025	1ST AD	Jan
2024				
NOT AVAILABLE	OVERSEAS	2024	Dec	
TVC	One Choice - FCB - Dir Mike Braid	2024	1ST AD	Nov
TVC	Blue Bird- Scoundrel - Dir Jamie Lawrence	2023	1ST AD	Oct
TVC	Samsung Tiny Coach - Super Normal - Dir Jesse Volelaar	2024	1ST AD	Oct
TVC	Farmers - The Storyboard , Dir James Holt	2024	1ST AD	Sept
NOT AVAILABLE	OVERSEAS	2024	Aug	
TVC	One Choice - FCB - Dir Mike Braid	2024	1ST AD	July
NOT AVAILABLE	OVERSEAS	2024	May/June	
TVC	Warehouse - Cirkus - Dir Christian Greet	2024	1ST AD	May
TVC	Moogurt - Heyyou - Dir Fernando Hart	2024	1ST AD	May
TVC	Hone Hone St Johns - Clockwork - Dir Patrick Fi	2024	1ST AD	April
TVC	FMG - Film Con - Dir Perry Bradley	2024	1ST AD	March
TVC	Watties - FCB - Dir Mike Braid	2024	1ST AD	March
TVC	One Choice - FCB - Dir Mike Braid	2024	1ST AD	Jan/Feb
NETFLIX/SERIES	Beyond Goodbye - Netflix Japan - Dir Hiroshi Kurosaki	2024	1ST AD	Jan
2023				
NETFLIX/SERIES	Beyond Goodbye - Curious - Dir Hiroshi Kurosaki	2023	1ST AD	Nov-
TVC	Ford Ranger - Super Normal - Dir James Anderson	2023	1ST AD	Nov
TVC	Angel Bay - Fish & Clips - Dir Paolo Rotondo	2023	1ST AD	Nov
TVC	Kia NYE - Assembly - Dir Jonny Kofoed	2023	1ST AD	Nov
TV SERIES	MLIM -Greenstone - Dir Sima Urale.	2023	1ST AD	Nov
TVC	KFC - Stanley Street , Dir James Anderson	2023	1ST AD	Nov
TVC	Farmers - The Storyboard , Dir Adelaide Helena	2023	1ST AD	Oct

TVC	Seniors - FCB , Dir Mike Braid.	2023	1ST AD	Sept/Oct	
TVC	One Choice - FCB - Dir Mike Braid	2023	1ST AD	Sept	
SHORT FILM	Good People - Dir Fernando Hart	2023	1ST AD	Aug	
TVC	Open Polytechnic - CNRPR - Dir Connor Pritchard	2023	1ST AD	Aug	
TVC	New World Master Chef - Super Normal - Dir James Anderson	2023	1ST AD	June	
TVC	Vero Insurance - Bunker Productions - Dir Luke Sharpe	2023	1ST AD	June	
TVC	Warehouse Stationary - Super Normal - Dir James Anderson	2023	1ST AD	June	
TVC	Seniors - FCB , Dir Mike Braid.	2023	1ST AD	May	
TVC	Warehse Pharmacy -Stratosphere , Dir Jessie Casson.	2023	1ST AD	May	
TVC	Weet-bix - Blk Sand, Dir James Anderson.	2023	1ST AD	April/May	
TVC	One Choice - FCB - Dir Mike Braid	2023	1ST AD	April	
TVC	Honda - Film Con, Dir Perry Bradley.	2023	1ST AD	April	
TVC	Beef & Lamb - Film Con, Dir Perry Bradley.	2023	1ST AD	March	
TVC	Isuzu - X Cross - Film Con, Dir S.Xoomsai(Ten).	2023	1ST AD	Feb	
TVC	Adidas RWC Boots - Augusto, Dir Connor Pritchard.	2023	1ST AD	Jan	
TVC	Adidas RWC Jersey - Augusto, Dir Brendan Canty.	2023	1ST AD	Jan	
2022					
TVC	Tourism NZ - Augusto - Dir Jackie van Beeek	2022	1ST AD	Dec	
NETFLIX/SERIES	Power Rangers - Dir Michael Hurst, Cosmic Fury, S30,6 Eps	2022	1ST AD	Sept-Dec	Main Unit
TVC	Rolex - Honey - Dir Jake Scott	2022	1ST AD	Oct	
TVC	Black Ferns - Whisper - Dir James Anderson	2022	1ST AD	Sept	
TV SERIES	Far North - SPP- Dir David White	2022	1ST AD	July	Cover
TVC	NZ Seniors - FCB - Dir Mike Braid	2022	1ST AD	July	
TVC	Healtheries - Film Con - Dir Chris Clark	2022	1ST AD	July	
TVC	SPCA - FCB - Dir Mike Braid	2022	1ST AD	June/July	
TIC-TOC	Altrad - NZ Greenrm Prod - Dir James Anderson	2022	1ST AD	June	
TVC	One Choice - FCB - Dir Mike Braid	2022	1ST AD	June	
FEATURE FILM	Fight or Flight - Curious -	2022	1ST AD	May/June	Script breakdown
TVC	Haier - Augusto - Dir Fernando Hart	2022	1ST AD	May	
TVC	Now Broadband - Super Normal - Josh Frizzel	2022	1ST AD	May	
TVC	Tourism NZ - Reel Factory - Dir James Anderson	2022	1ST AD	May	
TVC	The Block Promo - Cahoots - Dir Gerry Jaynes	2022	1ST AD	May	
TVC	Pizza Hut - Reel Factory - Dir James Soloman	2022	1ST AD	May	
TVC	Adidas - Black Ferns - Augusto - Dir James Soloman	2022	1ST AD	May	
NETFLIX/SERIES	One of Us is Lying - One Tv - Dir Multiple	2022	LM/SCOUT	April-June	
TVC	New World -Master chef - Maker - Dir Fernando Hart	2022	1ST AD	April	
TVC	Adidas - Black Ferns - Augusto - Dir James Soloman	2022	1ST AD	April	
TVC	NRHCC - Motion Sickness - Dir J Stent & W MacDonald	2022	1ST AD	March	
TVC	Good Health - Clockwork Films - Dir Summer Agnew	2022	1ST AD	March	
TVC	Tourism NZ - Reel Factory - Dir James Anderson	2022	1ST AD	March	
TVC	Tower Tandem - Fish - Dir Paolo Rotondo	2022	1ST AD	Jan/Feb	
TVC	Countdown Liquer- Wabi Sabi - Dir Fernando Hart	2022	1ST AD	Jan	
TVC	Hyundai Tucson - Super normal - Dir Josh Frizzel	2022	1ST AD	Jan	
2021					
TVC	Hatch - Augusto - Dir James Anderson	2021	1ST AD	Dec	
TVC	Subaru - Clockwork Films - Dir Ryan Heron	2021	1ST AD	Dec	
TVC	Arvida - Augusto - Dir James Anderson	2021	1ST AD	Dec	
TVC	Adidas - Augusto - Dir James Anderson	2021	1ST AD	Dec	
TVC	Frank Energy - Motion Sickness - Dir Sam Suchbury	2021	1ST AD	Dec	
TVC	Haier - Augusto - Dir Ferdando Hart	2021	1ST AD	Nov	
TVC	Hyundai Staria - Super normal - Dir James Anderson	2021	1ST AD	Nov	
TVC	Slingshot - Pitch Black partners - Dir Sam Deane	2021	1ST AD	Nov	
TVC	Air New Zealand - Prod Co FCB - Dir Mike Braid	2021	1ST AD	Aug	
TVC	Noel Leeming - Tutu Films - Dir Robin Walters	2021	1ST AD	Aug	
TVC	GenerateKiwisaver - Black Sand - Dir James Anderson	2021	1ST AD	July	
TVC	Auckland Transport - Toy Box - Dir Laura Sargisson	2021	1ST AD	July	
FEATURE FILM	Don't Make me go - Amazon Studios - Dir Hannah Marks	2021	1ST AD	June/July	Splinter / 2nd Unit
TVC	Para Olympics - Saatchi & Saatchi - Dir Fernando Hart	2021	1ST AD	May/June	
TV/SERIES	Power Rangers - Dir Charlie Haskell Beast Morphers S29 E17, 18	2021	1ST AD	April/May	Main Unit
TV/SERIES	Power Rangers - Dir Robyn Grace Beast Morphers S29 E11, 12,	2021	1ST AD	March/April	Main Unit
TVC	Fonterra - Blacksand - Dir Genevieve Chunn	2021	1ST AD	March	
TV/SERIES	Power Rangers - Dir Robyn Grace Beast Morphers S29 E2C,05,	2021	1ST AD	Feb/March	MainUnit
TV/SERIES	Power Rangers - Dir Michael Hurst Beast Morphers S28 E19, 20,	2021	1ST AD	Jan/Feb	Main Unit
2020					
TVC	Schweppes - Blacksand - Dir Dan Martin	2020	1ST AD	Dec	
TV/SERIES	Power Rangers - Dir Michael Hurst Beast Morphers S28	2020	2ND AD	Nov/Dec	MainUnit
TV/SERIES	Power Rangers - Dir Chris Graham Beast Morphers S28 E03,04,1	2020	1ST AD	Oct/Nov	MainUnit
TV/SERIES	P Panthers - Prod Tom Hearn E1 & E3	2020	1ST AD	Oct	Script breakdown
TVC	Nescafe - Blacksand - Dir Genevieve Chunn	2020	1ST AD	Oct	
TVC	Les Mills - Reebok - Dir Steve Baker	2020	1ST AD	Sept	
TVC	Kettle Chips - Waitemata film - Dir Mike Oldershaw	2020	1ST AD	Sept	
DOCO/DRAMA	Six Angry Women- Emmelinepictures, Dir Megan Jones	2020	1ST AD	Aug	
TVC	FMG -That's life - Film Construction, Dir Perry Bradley	2020	1ST AD	July	
TVC/CONTENT	30 Second's - Reel Factory, Dir Perry Bradley	2020	1ST AD	June	
TVC/CONTENT	Emerson's - Revolver Dir Pete Baker	2020	1ST AD	May/June	
TV/SERIES	Mystic - BBC Dir Aidee Walker Ep 5,6,7,8	2020	2ND AD	Feb/March	
TVC/CONTENT	Super Rugby- Reel Factory, Dir Simon Head.	2020	1ST AD	Jan	

2019						
TVC/SOCIAL	Burger King- Jet Black Productions, Dir Sam Deane	2019	1ST AD	Dec		
TVC/CONTENT	Mainland Cheese- ColensoBDO Dir Fernando Hart	2019	1ST AD	Nov/Dec		
TVC/CONTENT	Les Mills - Dir Matt Holmes, Reel Factory.	2019	1ST AD	Nov		
TVC/SOCIAL	Unilever- vaseline- Hobie Productions Dir.Yasmina Solanes	2019	1ST AD	Nov		
TVC/CONTENT	MW Holden - Fish & Clips Dir. Ashleigh Payne	2019	1ST AD	Oct		
TVC/CONTENT	New World Value - Colenso BDO - Dir F Hart	2019	1ST AD	Aug/Sept		
FEATURE FILM	Only Cloud Knows - Dir Fengxiaogang	2019	2nd AD	June		
TVC/CONTENT	Z Energy App Videos project/ Motion Sickness Dir/ Sam Stuchbury	2019	1ST AD	MAY		
TV/SERIES	Power Rangers - Dir Simon Bennett Beast Morphers Ep 18, 19, 2	2019	1ST AD	April/May		Main Unit
TVC/CONTENT	Les Mills Garage Project / Motion Sickness Dir/ Sam Stuchbury	2019	1ST AD	March		
TVC/CONTENT	Z Fast Track / Motion Sickness Dir/ Sam Stuchbury	2019	1ST AD	FEB		
TV/SERIES	Power Rangers - Gallery shoot	2019	1ST AD	Feb		
TV/SERIES	Power Rangers/Dir Simon Bennett/Ric Pellizzeri	2018/9	2ND AD	Sept- March		Main Unit
2018						
PILOT TV SERIES	Mangere Vice / Dir Damon Papulea'i	2018	1ST AD	Aug		
TVC	90 Seconds / Dir/ Clinton	2018	1ST AD	July		
SHORT FILM	Smashed seasonal veg/ Dir Cathy MacDonald	2018	1ST AD	June		
COMEDY/SERIES	Only In Aotearoa Season 2	2018	1st AD	May/June		Schedule
TV/SERIES	Straight Forward / Dir Ric Pellizzeri	2018	2ND AD	May/June		1 Block
TVC	Les Mills / Motion Sickness Dir/ Sam Stuchbury	2018	1ST AD	May		
TVC	My Dog / Colenso, Dir Chris Sisarich	2018	1ST AD	April		
TV/SERIES	Straight Forward / Dir Charlie Haskell	2018	2ND AD	March/April		1 Block
TVC	AJ Hackett / Dir Fernando Hart	2018	1ST AD	FEB		
TVC	Superfast / Fish-Dir Jason Boch	2018	2ND AD	JAN		
2017						
FEATURE FILM	The Breaker Upperers/ J van Beek & Madeline Sami	2017	1ST AD	Sept		Pickups
NETFLIX/SERIES	Roman Empire S02/3 Stephendavidentertainment/Dir David O'Neill	2017	1ST AD	June/July	Second unit	Season 2 & 3
TV/SERIES	Power Rangers/Dir Simon Bennett	2017	2ND AD	May		Main Unit
TVC	Z Content/ True / Dir Clayton Carpinter	2017	1ST AD	May		
FEATURE FILM	The Breaker Upperers/ J van Beek & Madeline Sami	2017	1ST AD	May		Pickups
FEATURE FILM	The Breaker Upperers/ J van Beek & Madeline Sami	2017	2ND AD	April/May		
TVC	Air NZ/Dir D Habraken/ True	2017	1ST AD	March		
TV/SERIES	Filthy Rich/ Dir Michael Duignan	2017	2ND AD	Jan/Feb		1 Block
TV/SERIES	Filthy Rich/ DIR Harry Sinclair	2017	2ND AD	Feb/March		1 Block
2016						
TVC	True-Air NZ Dir Clayton Carpinter	2016	1ST AD	Dec		
TV/SERIES	Filthy Rich/ Dir Oliver Driver,	2016	2ND AD	Nov/Dec		1 Block
TVC	KFC/Dir Eddy Bell/ Eight	2016	1ST AD	Nov		
TVC	Air NZ/ Lion Series Abs/Dir F Hart/ True	2016	1ST AD	Sept		
TVC	Holden Colorado/ Dir G Nicholas/ Fish	2016	2ND AD	Sept		
TEASER	Solo/ Dir-B Medina/ Feature trailer	2016	1ST AD	June		
TV/SERIES	FMAMB S02 7eps/ Prod-BSAG, Dir Kiel McNaughton	2016	2ND AD	April/May		Seven Episodes
SHORT FILM	Have you tried... / DIR- Rachael	2016	1ST AD	April		
TVC	BP Oil/ Dir-C Jeffs/ Exposure	2016	2ND AD	March		
TV/SERIES	This is Piki S01 8eps/ Prod- BSAG	2016	2ND AD	Feb/March		Eight Episodes
TVC	Gillette/ DIR-N Gordon / Exile Films	2016	2ND AD	Jan		
2015						
TVC	Philips / Dir- F Bond / Flying Fish	2015	2ND AD			
TVC	Belmoto / Dir- B Medina / Gravity Bureau	2015	1ST AD			
TVC	Nando / Dir- G Kindred / Black Sand	2015	1ST AD			
TVC	AIG Ireland / Dir- J Griffin / Augusto	2015	1ST AD			
TVC	Nando / DIR- B Medina / Gravity Bureau	2015	1ST AD			
TVC	Heartland Bank / Dir- N Stichbury / Stich TV	2015	1ST AD			
TVC	Fly Buys / Dir- L Woodhead / Revolver	2015	AD			
TVC	C4 Ident / Dir- J Glazer / Big Pictures	2015	AD			
TV/SERIES	FMAMB S01 8 Eps/ Prod-BSAG Dir Kiel McNaughton	2015	2ND AD			Eight Episodes
WEB/SERIES	Global Warming /Dir G Fusetti	2015	1ST AD			
TV.DRAMA	Filthy Rich / Filthy Productions	2015	AD		ADDITIONAL	
2014						
TV/COMEDY	Topp Twins /Dir F Morgan-Rhind / Diva Productions	2014	1ST AD			
TVC	Tui / Dir- F Morgan-Rhind / Prodigy		1ST AD			
TVC	Subway /Dir F Morgan-Rhind / Prodigy		1ST AD			
TVC	Telecom / Dir C Howard / Prodigy		1ST AD			

Prior to concentrating exclusively as a First Assistant Director

Creative CAREER HIGHLIGHTS

Award-winning documentary filmmaker including DocNZ winner,
Doc Edge finalist and Media Peace Awards recognition.
Winner – Best Medium Documentary, 4 Geese in a Flock (DocNZ Festival in competition)
Finalist – Stand-Up (Doc Edge Festival in competition)
Finalist – Rev Therapy (DocNZ Festival in competition)
Highly Commended – Not Too Bad (Media Peace Awards)
Multiple Auckland 48 Hour Film Competition winner/finalist.

EARLIER EXPERIENCE

Prior to returning to full-time production, I worked as a secondary school teacher, Dean and Head of Drama. This experience strengthened my leadership, communication and organisational skills, all of which continue to underpin my work as a First Assistant Director.

References available upon request.

EDUCATION

MA (Hons) Screen Production
BA Performing & Screen Arts
Graduate Diploma in Teaching
Art Foundation – Sir John Cass School of Art