



Tatsuya (Tats) SHIMADA

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[IMDb](#)

Freelance Production Manager/Coordinator/Assistant Director/Set PA

In 2006, Tatsuya, also known as Tats, began his career at Silverscreen productions NZ, where he headed the production service department for Japan. In 2007, he moved to Curious Film NZ, spending the next decade traveling across Australasia, producing international TV commercials for brands such as Toyota, P&G, Unilever, Coca-Cola, Honda, working alongside numerous renowned directors.

In 2016, he was bitten by wanderlust again and embraced the opportunity to expand his network by moving to Japan and joining Cutters Studios Tokyo.

Since 2017, he has been working as a freelancer, sharing the international production skills he has gained in both countries.

Tats is experienced in managing productions of varied scales from small projects to multi-billion-dollar global projects and he excels at budgeting, streamlining processes and managing teams, all while keeping his signature poker face and charm in high-pressure environments.

Renowned for his extensive and unique international experience, Tats has a deep understanding of Asia-Pacific clients and is dedicated to delivering world-class production solutions.

Skills

- **20+ years of Film production experience** in Australia, NZ, Japan, East/South Asia, South East Asia, U.S.
- **Extensive industry network**, particularly in Asia/Pacific region.
- **Expertise in project preparation, time management, and budgeting**
- **Strong client and crew management skills.**
- **Bilingual on-set AD**, facilitating communication between Japanese and English-speaking crews.
- **Fluent in English and Japanese**, with strong verbal and written communication skills.
- **Calm, efficient, and personable**, even under high-pressure situations.
- **Advanced knowledge of the post production workflow**, including offline/online, VFX, and color grading.

Work Experience

June 2017 –

(Tokyo & Auckland)

<u>Year:</u>	<u>Project:</u>	<u>Agency/Pro Co:</u>	<u>Director:</u>	<u>Type:</u>	<u>Role:</u>
2025	Neuromancer	Apple/Skydance	J.D. Dillard	Drama	PM (Japan Unit)
2024	The Bachelor 6	Amazon/Pipeline	Kazuki Maeda	Reality	1 st AD
2024	Nexus	AOI Pro	Naoto Mitake	TVC	1 st AD
2024	Food Panda	Sunny Idea/FMX	Masatsugu Nagasoe	TVC	Producer
2024	Yoroi	Cine France/Toho Tombo	David Tomaszewski	Film	UPM (Japan Unit)
2024	One Day	AAMIR KHAN PRODUCTION	SUNIL PANDEY	Film	Pro. Coordinator

2023	Tokyo Vice 2	HBO Max/Rockbridge	Alan Poul	Drama	PM
2023	Touch	RVK Studios/TFC	Baltasar Kormarkur	Film	UPM (Japan Unit)
2023	Love Catcher	Abema/Knock on Wood	Noriaki Kikui	Reality	Production Manger
2023	The Bachelorette III	Amazon/YD Creation	Kazuki Maeda	Reality	1 st AD
2022	Sunny	Apple/A24	Lucy Tcherniak	Drama	UPM
2022	Monster	AOI Pro/Juice	Hirokazu Koreeda	Film	VFX On-Set Producer
2022	The Bachelorette II	Amazon/YD Creation	Shin Matsumoto	Reality	1 st AD
2021	Amazon Brand	Amazon/November	Takehiro Oishi	TVC	PM
2021	Bake Off Japan	Amazon/Vesuvius	Hyo Yamamoto	Reality	Supervising Producer
2021	FlowerKnows	MoldBreaking	Hiro Fujiyasu	TVC	1 st AD
2021	SK II	Huge/HK Productions	Kinya Ota	TVC	1 st AD
2020	Esteen Lauder	Mullenlow/Assemblage	Mote Sinabel Aoki	TVC	1 st AD
2020	Sony	DNP/Assemblage	Ben List	PV	1 st AD
2020	Nike	W+K/Nakama	Jovan Todrovich	TVC	Line Producer
2020	Haneda-Dejima	1→10/Juice	Kouta Hikichi	PV	Producer/1 st AD
2020	BMW	CNN/Cutters	Aki Mizutani	TVC	Producer/1 st AD
2020	Lexus	GEOMETRY/Cutters	Luc-Yan Picker	TVC	Producer/1 st AD
2020	FIFA Women World Cup	Dentsu/TYO		PR	1 st AD
2020	YouTube	AKQA/TYO	Eri Asahi	TVC	Producer
2020	Starbot	Supper Club/Blink	Gillian Jacobs	Doco	Pro. Coordinator
2020	Apple Music	division7/ Tohokushinsha	Saam Farahmand	TVC	1 st AD
2020	Evian	AKQA/TOKYO	Kazuma Kitada	TVC	1 st AD
2019	Coke Light	W+K/MJZ London	Tom Kuntz	TVC	Line Producer
2019	The Bachelorette	Amazon/YD Creation	Shin Matsumoto	Reality	Line Producer
2019	Nike Air Jordan	Passerine/Mr+Positive	Adam Tilman Young	TVC	1 st AD
2019	SK II Festive	Forsman&Bodenfors Singapore/Nion	Anthony Capristo	TVC	1 st AD
2019	Netflix "Followers"	Netflix/Spoon	Ken Hirama	PV	1 st AD
2019	Vivi	Sucreme	Bear Damen	Web	1 st AD
2019	Lancome	Real Rock Design	Masato Riesser	TVC	2 nd AD
2019	Cartier	AOI Pro	Jonas Lindstrom	TVC	2 nd AD
2019	Abeja	Juice Tokyo	Michal Misinski	TVC	1 st AD
2019	The Bachelor 3	Amazon/YD Creation	Noriaki Kikui	Reality	UPM
2019	Corteva	Prosecution	Prosecution	PV	1 st AD
2019	Emperor of Porn	Netflix/Toboggan	Kurt Iswarienko	PV	1 st AD/PM
2019	7Eleven Will Smith	Dentsu/TYO Monster	TYO Monster	PV	1 st AD
2019	Master Card	McCANN Singapore/Curious	Bill & Lucy	TVC	1 st AD/Producer
2019	SK II	Prodigious/Geek	Gabe Turner	TVC	Line Producer
2019	Uniqlo T-Shirt	Dentsu/TYO Monster	AB/CD/CD	TVC	1 st AD
2018	Bashira	NLB	Nickson Fong	Film	1 st AD (Japan Unit)
2018	Blindspot	Masterkey/Dentsu CRX	Martin Gero	Drama	Line Producer(Japan)
2018	Cle de Peau	Jane Smith/Toboggan	Barbara Anastacio	PV	Line Producer
2018	NGK	Hakuhodo/Nadia	Shinji Nemoto	TVC	1 st AD
2018	MitsuiFudosan All Blacks	Y's	Kei Ohta	TVC	1 st AD
2018	Daiichi-seimei	Hakuhodo/Andes Film	Andes Film	TVC	Line Producer
2018	The Forest of Love	Netflix/Toboggan	Kurt Iswarienko	PV	1 st AD/PM
2018	Daihatsu	Hakuhodo/AOI	Hideyuki Tanaka	TVC	2 nd AD
2018	Shiseido	AOI	Emma Tempest	Stills	1 st AD
2018	Panasonic VR	Panasonic Visuals	Aki Iguchi	VR	PM
2018	Samsonite	Tribe/Mold Breaking	Marcos Mijan	TVC	Line Producer/1st AD
2018	Pioneer	Engine Film/Juice	Mackenzie Sheppard	PV	Post Producer

2018	Earthquake Bird	Baue/TFC	Neil Krug	PV	1 st AD
2018	Radwimps MV	Tohokushinsha/Juice	Kensaku Kakimoto	MV	Post Producer
2018	SK II	Prodigious/LA PAC	Hossegor	TVC	2 nd AD
2018	Relais & Chateaux	Capisco/Dentsu CRX	Davide Gentile	TVC	1 st AD
2018	Shiseido	NEW LIGHT FILMS/AOI	Emma Tempest	Stills	Line Producer
2018	VIVO	O&M Shanghai/Knock on Wood	James F. Coton	TVC	Line Producer
2018	Lancome	133 Publicis/Prodigious	Masato Riesser	TVC	Line Producer/2ndAD
2018	Mitsubishi Outlander	Hakuhodo/Juice	Michal Misinski	PV	Pro. Coordinator
2017	Google Pixel 2	Somesuch/TFC	Alex Hulsey	TVC	Line Producer
2017	Casio G-Shock	AOI/Juice	Yuzaburo Saito	TVC	Producer
2017	Taylor Swift End Game	Supply and Demand/AOI	Joseph Kahn	MV	Line Producer
2017	Lotte Charlotte	Hakuhodo / Juice	Kosai Sekine	TVC	Pro. Coordinator
2017	SK II	Forsman Bodenfors/FOLKE	Laerke Herthoni	TVC	Line Producer
2017	Asahi Super Dry	Dentsu / Dentsu CRX	Luke Huxham	TVC	Producer/1st AD
2017	Uniqlo Fleece	Must Be Something / TYO	Daisuke Shimada	TVC	Producer
2017	SK II	Publicis One /Cutters	Aki Mizutani	Web	Producer/1st AD

Cutters Studios Tokyo Fulltime Staff November 2016 – May 2017

(Tokyo & Chicago & Los Angeles)

Producing TV commercials and Web contents in Japan

<u>Year:</u>	<u>Project:</u>	<u>Agency/Pro Co:</u>	<u>Director:</u>	<u>Type:</u>	<u>Role:</u>
2017	IQOS Softbank	Publicis One	Ryan McGuire	Web	Producer/1st AD
2017	Yahoo Update	Hakuhodo	Aki Mizutani	Web	Producer/1st AD
2017	Qantas Premier	With Collective / Rapid	Jonathan Nyquist	TVC	Line Producer
2017	Diesel	Geometry / AOI	Connor Gilhooly	Web	Producer/1st AD
2017	Toyota C-HR	BWM Dentsu, Sydney	Ivan Kovac	Web	Producer/1st AD

Curious Film Fulltime Staff March 2007 – September 2016

(Auckland & Queenstown & Sydney)

Producing TV commercials and Marketing in Japan, China, and South East Asia for Curious Film

Curious Film Singapore Fulltime Staff June 2013 – September 2013

(Singapore)

Starting up and managing Curious Singapore office

<u>Year:</u>	<u>Project:</u>	<u>Agency/Pro Co:</u>	<u>Director:</u>	<u>Type:</u>	<u>Role:</u>
2016	Anchor	BBDO Singapore	Daniel Max	TVC	Producer
2016	Global Work	Dictionary Film	Sam Kristofski	TVC	Producer
2016	Global Work	Dictionary Film	Mara Sommer	Stills	Line Producer
2016	Unilever Comfort	Ogilvy Singapore	Zia Mandviwalla	TVC	Producer
2016	Unilever Comfort	Ogilvy Singapore	Mara Sommer	Stills	Line Producer
2016	Kirin Mets	ADK / TFC	Yuichi Kodama	TVC	Line Producer
2015	Suzuki Ignis	Hakuhodo / H-Products	Satoshi Minakawa	Stills	Line Producer
2015	Suzuki Ignis	Hakuhodo / H-Products	Masahiro Yamamoto	TVC	Line Producer
2015	Kanebo	Dentsu / TCJ	Mayumi Komatsu	TVC	Line Producer
2015	Air NZ	True Auckland/TYO	Yohei Osabe	PV	Line Producer
2015	Asahi SuperDry	BWM Melbourne	Darryl Ward	TVC	Producer

2015	Aquarius	Ogilvy Singapore	Zia Mandviwalla	TVC	Producer
2015	VISA E-commerce	BBDO Singapore	Sam Kristofski	TVC	Producer
2014	Global Work	Robot	Yasuhito Tsuge	TVC	Line Producer
2014	Jins MEME	TYO-Monster	Sam Kristofski	TVC	Producer
2014	Kiri Cheese	McCann Tokyo / TYO	Kensaku Kakimoto	TVC	Line Producer
2014	Suntory Green Dakara	Dentsu / Dentsu CRX	Miwako Hosokawa	Stills	Line Producer
2014	Suntory Green Dakara	Dentsu / Dentsu CRX	Akira Nagai	TVC	Line Producer
2014	Suntory All Free	Dentsu / Dentsu CRX	Mayumi Komatsu	TVC	Line Producer
2014	Uniqlo	Dentsu / TYO-Monster	Sam Kristofski	TVC	Producer
2013	Honda Vezel	Dentsu / Dentsu CRX	Andreas Smetana	Stills	Producer
2013	Honda Vezel	Dentsu / Dentsu CRX	Kevin Fitzgerald	TVC	Producer
2013	Samsung	Leo Burnett Singapore	Miki Magasiva	TVC	Producer
2013	P&G Febreze	Grey Tokyo / TCJ	Takashi Tomohisa	TVC	Line Producer
2013	Kirin Green Label	Dentsu/Paradise Café	Takaki Kumada	Stills	Line Producer
2013	Kirin Green Label	Dentsu/Paradise Café	Gen Sekiguchi	TVC	Line Producer
2013	Suntory All Free	Dentsu / Dentsu CRX	Ryosuke Maeda	TVC	Line Producer
2012	Fujifilm	Dentsu/Kirameki	Stephen Kang	TVC	Producer
2012	San Disk	Asahi Advertising/Taiyokikaku	Shuheii Yamabe	TVC	Line Producer
2012	Emperor	Corn Cob	Peter Webber	Film	3rd AD
2012	Gatorade	Tokyu Agency/Taiyokikaku	Kosai Sekine	TVC	Line Producer
2012	Ehyphen	Dentsu/Paradise Café	Hideyuki Tanaka	TVC	Line Producer
2012	Kirin Green Label	Dentsu/Paradise Café	Gen Sekiguchi	TVC	Line Producer
2012	QP Mayonnaise	Light Publicity	Yutaka Sano	TVC	Line Producer
2011	Ne-net	Hakuhodo/Mothers	Takashi Yasumura	Stills	Line Producer
2011	Kirin Green Label	Dentsu/Paradise Café	Taku Ueda	TVC	Line Producer
2011	Nissan March	TBWA Hakuhodo/TFC	Yutaka Sano	TVC	Line Producer
2011	Nissan March	TBWA Hakuhodo/TFC	Bronwyn Kidd	Stills	Line Producer
2011	Ehyphen	Dentsu/Paradise Café	Hideyuki Tanaka	TVC	Line Producer
2011	Ehyphen	Dentsu/Paradise Café	Saori Tsuji	Stills	Line Producer
2011	Benesse	Taiyokikaku	Kimie Takeshima	PV	Line Producer
2011	Nissan March	TBWA Hakuhodo/TFC	Taku Ueda	TVC	Line Producer
2010	Kirin Beer	Dentsu/Paradise Café	Koichi Iguchi	TVC	Line Producer
2010	Surf Sniff	BBH Singapore	Robin Walters	TVC	Producer
2010	Sky TV	DDB Auckland	Miki Magasiva	TVC	Producer
2010	Canteen	Republic	Summer Agnew	TVC	Producer
2010	Asahi Off 2	ADK/ Armz	Masahiko Takeda	TVC	Line Producer
2010	Shiseido	ADK/Motto	Hideki Kuroda	TVC	Line Producer
2010	Shiseido	ADK/Motto	Mikiya Takimoto	Stills	Line Producer
2010	Asahi Off	ADK/ Armz	Masahiko Takeda	TVC	Line Producer
2010	Nissan March	TBWA Hakuhodo/AOI	Yasuo Inoue	TVC	Line Producer
2009	Panasonic Diga	Dentsu/Taiyokikaku	Ichiro Tani	TVC	Line Producer
2009	Panasonic Lumix	Hakuhodo/H-Products	Takefumi Minami	TVC	Line Producer
2009	Nissan Note	TBWA Hakuhodo/ Aoi	Sayoko Ohno	TVC	Line Producer
2009	Nikon	Kirameki	Summer Agnew	PV	Producer (Prep)
2009	Toyota Wish	Dentsu/Pict	Mikio Hasui	TVC/Stills	Assoc.Producer
2009	IoCA	Rhodes Wingrove	Summer Agnew	TVC	Prod. Coordinator
2009	Suzuki Alto	Hakuhodo/Taiyokikaku	Nicholas Reynolds	TVC	Associate Producer
2009	Suzuki Alto	Hakuhodo/Taiyokikaku	Akito Sakaino	PV	Line Producer
2009	Suzuki Alto	Hakuhodo/Tokyo Ad-Design	Haruhiko Kawaguchi	Stills	Line Producer
2008	Nissan Cube	TBWA Hakuhodo/ Aoi	Yusuke Tanaka	TVC	Line Producer

2008	Toyota HDRI	DNP AV Center	Yoshinobu Shibuya	Stills	Line Producer
2008	Fujifilm Corporate	Dentsu/Bespoke Film	Yutaka Sano	TVC	Associate Producer
2008	Tecmo Ninja Gaiden II	ADK/Taiyokikaku	Chris Mauger	WEB	Associate Producer
2008	Carton Team Dry	Clemenger BBDO Melbourne	Miki Magasiva	WEB	Liaison
2008	Honda Motor Bikes	Chuo-Senko Bangkok	Darryl Ward	TVC	Associate Producer
2008	Honda Motor Bikes	Chuo-Senko Bangkok	Derek Henderson	Stills	Producer
2008	Tokyo Isen	Frontage/Taiyokikaku	Shinya Yamamoto	TVC/Stills	Cast Coordinator
2008	ST Fresh/Jewelria	Hakuhodo/Mothers	Katsuyuki Iwai	TVC	Associate Producer
2007	Nissan Note	TBWA Hakuhodo/Aoi	Sayoko Ono	TVC	Line Producer
2007	Nissan Note	TBWA Hakuhodo/Osa mayor	Takafumi Habu	PV	Line Producer
2007	Honda Accord	Hakuhodo/Bespoke Film	Chris Mauger	TVC	Associate Producer
2007	Toyota HSD2	Dentsu/Pict	Masato Yamaguchi	TVC	Associate Producer
2007	Toyota HSD2	Dentsu/Pict	Derek Henderson	Stills	Associate Producer
2007	Mitsubishi Pajero	ADK/Taiyokikaku	Hubert Davis	TVC	Cast Coordinator

Joyride Films

2007	Kiri Cheese	ADK/Yes Open	Youichi Narita	TVC	On-set Translator
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Silverscreen Productions & Oktobor Post **Fulltime Staff April 2006 – January 2007** (Auckland & Sydney)

2007	Toyota HSD1	Dentsu/Pict	Masato Yamaguchi	TVC	Associate Producer
2006	Manpower Japan	Publicis Tokyo/Camp Kaz	Keir McFarlane	TVC	Associate Producer
2006	Nissan Note	TBWA Hakuhodo/AOI	Hisashi Eto	TVC	Associate Producer
2006	Bell Tea	Work	David Rittey	TVC	Video OP assistant

DNP AV Center **Fulltime Staff Producer April 2002 – March 2006** (Tokyo & Osaka)

Over 40 Corporate Video/Interactive movie/TV&Radio program's/Events produced including the following clients:

Nissan, Sanyo, Kirin, Ajinomoto, Bandai, Asahi Beer, DNP, Family Mart, Toyota, Nippon Cultural Broadcasting

Education

San Francisco State University, San Francisco, U.S.A
BA in Broadcasting and Electronic Communication Arts 2001

University of Technology, Sydney Australia
BA in Communication 2001 (Exchange program from San Francisco State University)

Software

Adobe Software (Photoshop) / Microsoft Software (Word, Excel, Powerpoint)

*Referees available upon request