Crew Panel
1/24/22

11:15AM PT/ 12:15PM MT/ 2:15PM ET

Crew Collab: How to find the right team for your project. Presented by G Media Insurance

Join us for a chat with some key production professionals as we discuss their roles, how to team up, and how to deal with the inevitable challenges that come up in production.
SANDRA VALDE

Named as one of Variety’s 2019 Artisan Elite Up-Next, Valde-Hansen holds an MFA from the American Film Institute. Story is key when Sandra looks for projects to shoot. So she maneuvers through the feature film, television and documentary world lensing the series THE L WORD: GENERATION Q for Showtime, the feature, PLAN B directed by Natalie Morales for Hulu and the Showtime Documentary BURN MOTHERFUCKER BURN.

Collaborating with indie darling director Gregg Araki, Valde-Hansen lensed his STARZ TV Series NOW APOCALYPSE, as well as his last two Sundance features, KABOOM and WHITE BIRD IN BLIZZARD.

Valde-Hansen worked her way up through the camera department, and was mentored by luminaries such as Steve Poster ASC, Stephen Lighthill ASC, and Nancy Schreiber ASC. Born in Miami, Florida, to a Filipino medical family. She resides in Los Angeles and when she is not shooting is a Cinematography Senior lecturer at AFI.
Joshua A. Friedman is a producer, DGA assistant director and author of “Getting It Done: The Ultimate Production Assistant Guide.” He started his decade-long career as a production assistant on “Law & Order: Criminal Intent,” working his way into the Director’s Guild as an assistant director on “Person of Interest.”

Mr. Friedman began producing in 2016 with the feature film “Warning Shot”, which allowed him to span productions both above and below the line. He most recently worked as an AD on Netflix’s “Your Place or Mine” and as a Producer on the feature film “Your Ears Shall Bleed”. Friedman’s insider experience led him to create Crew Me Up (available on the App Store and Google Play), a mobile filmmaking hub bridging the gap between people and productions.

Crew Me Up is a Free Mobile resource for Entertainment professionals to connect, hire, and find production resources such as rentals and guidance. If the question you’re asking is “Where can I find _____”, we’re here to bridge that gap for people and productions. Download on the app store or google play, or through our links @ www.crewmeup.com
FELIPE HERRERA

Felipe Herrera is a Mexican Production Designer, with experience in feature films, shorts, and digital media content. After attending the National Autonomous University in Mexico (UNAM) for a Bachelor of Visual Arts, he moved to California to pursue a career in filmmaking. Felipe attended workshops at the New York Film Academy and graduated with an Associate’s Degree from the Los Angeles Film School with an emphasis in Production Design, soon after he attended and graduated from the AFI Conservatory’s Production Design Program.

Since 2012 he has worked as a production designer in over a dozen projects from short films that have been recognized and screened at various film festivals, such as A BROKEN EGG (2018) [Cannes Court Métrage – Short Film Corner], HERMANOS (2019) [Breakthrough Director Spotlight Award Hollywood Reel Independent Film Festival] LA ULTIMA CENA (2020) [Best Mexican Horror Short – FERATUM Film Fest] to music videos and content for digital media. The features he has designed are MY NAME IS VIVIENNE (USA, 2014) [Best Debut Feature - Toronto Female Eye Film Festival] THE PINCH (USA, 2017), LA ISLA DE LAS MUÑECAS (Mexico, 2022*), and MUNA (USA/Nigeria, 2019) he also participated as a scenic painter on the set of the horror film GEHENNA: WHERE DEATH LIVES (USA/Japan, 2016). In 2018 he started teaching at a new school of animation in Mexico and since 2020 he manages and co-instructs a Production Design certification course he designed at the UNAM's School of Arts and Design extension programs.
JASON AVALOS

Jason Avalos is a Latinx Actor, Writer, Director, and Award-Winning Producer telling Comedy/Dramedy meets Genre stories of Inclusivity in Film, Television, and Digital. He got his start by Script Supervising for 10 years. He has developed and collaborated with Dreamworks TV, Funny or Die, and Dawn’s Light Media. Jason has been in over a dozen Independent films and popular series. He is a member of Nalip, Latino Filmmakers Network, Sundance Latino Hub, and teaches Comedy Pilot Writing thru hosted workshops such as his most recent with CAVIAR.

He launched a Production Company in 2018, SCHOOLHOUSE PICTURES, where he helps brands connect with inclusive audiences, influencers, and storytellers and produces original content. Recently deemed a “Rising Star”; He has been featured on podcasts and magazines La Lista, Medium, Geekdom, Voyage LA, and Authority magazine. He most recently shot a Dramedy Pilot “LARGO” that was workshopped at NEW NORMAL READING SERIES and has a feature film all Latinx Heist Film “THRU THE RINSE” in pre-production to be shot early 2022.
Edith Raya

Edith Raya is a costume designer based in Los Angeles, CA where she was born and raised. Edith attended Los Angeles Trade Technical College and study fashion and costume design. After college she landed a job designing dance-wear. Edith soon realized that her passion far exceeded dance-wear design so she challenged herself to follow her dream of becoming a costume designer for the world of cinema. After years of hard work and much dedication Edith is now a member of IATSI local 892 costume designer union.

Edith proved her talents over and over again and made her dream a reality. Edith has worked on many diverse culture film projects from BET, Fox Latino and lifetime movie network. She loves the challenge of working on diverse films. Being a Latina working on a Nigerian film is an amazing Accomplishment for Her. Edith Believes that every scene is like a canvas painting, and the details of the costume are very important for the eye of the audience. Edith approaches her life as passionately as she does her work.