



Jesse Kaliko Tunison

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Toxikc Colour Visuals: (Owner 2008-Present)

Based in Volcano, Hawaii

Director, Producer, Photographer, Cinematographer

Emphasis On Visual Marketing & Outreach

Biography

As a director, producer, photographer, cinematographer, and editor Jesse Tunison has been working in the creative world for most of his life. Based on Hawai'i's Big Island, Jesse maintains a set of creative standards that consistently provide clients with amazing content and projects that allow businesses, brands, and people to flourish.

Being self-taught as a pre-teen in an era before YouTube, Jesse began his informal training by reverse-engineering creative concepts and problems. "Knowing how to take something apart and piece it back together again is probably where I feel the most at home," states Tunison. "Watching creatives at work has greatly informed me of how to approach many things... like a bad weather day, technical issues, or just finding a random balance for things that need to be done just to serve everyone's collective goal and vision.... That is what producing ultimately is for me, it's problem solving."

Jesse is not shy about saying that "...many things clog the creative process wherever you are, let alone in Hawai'i." The state of Hawai'i certainly has its challenges being the most remote land mass in the world... "Logistics and workflow... I wish I got paid every time I had to say it. Brands, businesses, and people are always looking for ways to standout in a world where everyone has a camera; Hawai'i can help with that, but finding a trusted creative voice for everyone to unify around is the thing that ultimately sets the tone for what I do, and then everything else somehow magically falls into place."

Being based on a remote island without the resources of a larger urban area like Honolulu, or a US mainland city like Los Angeles; is its self a set of issues that Jesse has had to work with on most projects. "Rental houses for equipment aren't nearby, larger crews are usually elsewhere and booked, shipping rates in Hawai'i are painful, and clients want to have their projects look and feel competitive in a rapidly expanding market. Tunison's work has focused on navigating those issues to ensure that creativity is always in progress.

One of the key issues that Jesse has had to work with is building budgets for a bare bones crew of one to five, while making the production quality feel like a crew of twenty was on set. "Knowing how to shoot multi-cam with one camera has been the rhythm of my working life, at this point I think heartbeat runs at 24 fps."

Today, Jesse continues to make his services accessible to everyone in need of it. His work spans across most photographic genres, both commercial and personal, and his commercial filmed works have ranged from TV and social media spots, to tutorials, pitch films, narrative projects, documentaries, virtual productions, and more.

"I love to create imagery that is filled with light, color, and atmospheres that meld together and feel similar to a gentle but heightened sense of reality." Jesse's editing process has always leaned on utilizing the full power of a camera's sensor. "I work with the same file types as everyone else does, but I usually spend two or three more hours at minimum to better find the limits of what an image file could offer me in the digital darkroom. People talk about photographers as being shapers of light, I prefer to be a shaper of color."

The most important advice I can give future photographers and filmmakers is to approach the world with an open mind, a creative focus, the desire to maintain healthy communication skills, knowing how to build on the reality that has been placed before you, and the consistency of knowing that you have plenty of coffee and Dr. Pepper hidden in all of your gear bags.

A Short List Of Completed Projects For Clients

- **Botanical World Adventures** – Botanical World Adventures is a lush expansive property located on the Hamakua Coast is garden, Segway and aerial adventure. Toxikc Colour Visuals shot a magazine cover and campaign for Adventure and Romance Magazine in 2015.
- **Center Stage Dance Studio (Creative Film)** – Center Stage approached Toxikc Colour to shoot and winter film highlighting their studio and all of their students. This project incorporated concepts and scripts, production and infrastructure, and months of editorial with Pier Sircello the President of the non-profit Dance Studio.
- **Charles Michael Brotman and Lava Tracks Studio** – GRAMMY Award winning Producer Charles Michael Brotman worked with TCV to create promotional photos on studio work and it's artists. Video backdrops were also filmed for their award winning musical group Kohala. These backdrops were used as key visuals during their Japanese tours through 2013-2019.
- **Recording Artist and Producer Damon Williams** – One of Lahina's favorite sons, Damon Williams, has a musical career spanning over a three decades and has exclusively used TCV over the past 18 years to generate album covers, promotional imagery, concert photos, concert films, TV Pilots, music videos and more for it's artists.
- **Earth Medicine Institute Dane Silva** – Focused on Hawaiian and Polynesian healing arts, Kumu Dane Silva approached TCV for marketing consultations, and event photography/video to better build and develop educational assets used for their students.
- **Florian Solar Products** - TCV was commissioned to photograph a series of photos for the South Carolina based solar product distributor for magazine images and trade show promotional materials.
- **Flying Hawaiian Coffee Company** – This Kau based business approached TCV to create colorful promotional imagery.
- **Musicians Erin Gallagher and Fred Hee** – These musicians hired TCV to create a series of images for their limited series of performances in 2010.
- **Hawaiian Electric** – Toxikc Colour Visuals was approached by Hawaiian Electric to generate conceptual photographs to accompany an environmental impact study within Hawaii Volcanoes National Park. This project involved walkthroughs on location within HVNP, capturing plate photography, and placing computer generated images into photographs with and without power lines, transformers and other key infrastructure.
- **Hilo Yoga** – TCV was hired by Hilo Yoga to create an immersive three and a half-hour long tutorial series with an emphasis on better practices that all practitioners can utilize. Toxikc Colour Visuals was asked to see the project through every stage of involvement from focusing the creative concept all the way through to post-production. This process involved budgeting, scripting, location scouting, filming, editing, post-production work involving 3D anatomy models, logo updates, managing contracts and relationships with musicians and a music supervisor and generating marketing materials.
- **Honolulu Magazine** – The creative team at Honolulu magazine approached Toxikc Colour to photograph some athletes for a health and fitness story on Cross Fit.
- **Hula Hulas/Ka Lihiki Restaurant** – TCV was approached by DoubleTree By Hilton at the Hilo Naniloa to photograph fresh and vibrant imagery of their restaurants and bars. As one of the two hotel options in Hilo Hawaii, the Hilton management team wanted to create photos that would attract business from the local community as well as their lodging cliental.
- **Ira Ono** – One of Hawai'i's best known artists is Ira Ono at Volcano Garden Arts. Ira has used Jesse since 2009 for many projects including videos, virtual tours, property photography and utilizing Jesse's talent as a fine art photographer to highlight Ira's creative works.
- **James Hill** – James Hill is a well known Canadian musician who has been touring for the last two decades. Jesse photographed James for a concentrated set of photos used for promotional material.
- **Kau Coffee Festival** – Jesse has had the privilege of working with the Festival Manager Chris Manfredi and the social media team for several years doing the week long period of the Kau Coffee Festival. Essentially this task has required as many as 5,000 photographs to be captured during the festival and for them to be edited, and refined to 500 images that are then sent to press, media, festival participants, and social media pages to highlight this festivals ongoing events.
- **Ke 'Olu Makani O Mauna Loa (Hawaiian Hula Group)** – Ke 'Olu Makani O Mauna Loa is Kilauea Summit Regions only practicing and competing Halu. Jesse has been the halau photographer since 2008. Being a halau's photographer requires cultural understanding, sensitivity, and the trust of all of the members of a Halu throughout the year. Jesse's work as the halau photographer includes individual photographs of halu members, group photos, halau events, creating promotional photos and videos, and more. During COVID shutdowns Jesse captured footage for Hawaii Tourism Authority, and the Merrie Monarch media team for the halau. After COVID in 2023, Jesse was asked to photograph on the performance stage for Ke 'Olu Makani O Mauna Loa by Kumu hula Meleana Manual.

- **Ken Charon** – Hawaii based fine artist and painter Ken Charon had Jesse capture a series of photographs of artist in action at his studio. Ken has also utilized Jesse's archival expertise to properly photograph paintings that are too large for archival scanners to capture. Some of these photographs exceed 200 megapixels.
- **Keoki Kahumoku** – The Award Winning slack key musician has used Jesse for many projects ranging from album covers and promotional photography to TV pilots and sustainable farming videos relating to cattle in Hawai'i.
- **Lava Land Hawaii (Volcano Tours)** – When lava flows on Hawaii's Big Island are active, Lava Land Hawai'i has Jesse Tunison accompany them into the field to generate marketing materials for their business. This has included a 30 second TV spot, social media images, and magazine promotion material.
- **Le1f-** Khalif Libasse Diouf, known by the stage name Kalifa, formerly known by the stage name Le1f, is an American rapper and producer. With tens of millions of views on YouTube, and global tours, this rap artist chose to work closely with Jesse to create a set of promotional photographs utilized in magazines and touring memorabilia. Khalif also had Jesse work with producers in NYC to create an island/continental music video in 2016.
- **G. Brad Lewis** – Legendary photographer Brad Lewis set the standard for lava photography in the late 70s and early 80s. His work has repeatedly been featured in hundreds of publications over the decades. Some of his works have also graced the covers of TIME, Newsweek, Natural History, and National Geographic's "Best Pictures of the Year" (to name a few). Brad has worked with Jesse over the years when it comes to trusting another photographer to capture "the man behind the camera" on the occasions Brad needs promotional images that aren't his own.
- **Maoli/Glenn Awong** – Maoli, referred to as Hawaii and Polynesia's number one independent commercial recording artist, has transcended borders with their extraordinary talent, capturing the hearts of music enthusiasts worldwide. The band, which Glenn Awong fronts, was formed in 2007 and has since performed across the U.S., New Zealand, Australia, and the South Pacific while selling over 60,000 tickets in local markets. Glenn and his team worked closely with Jesse starting in 2012 to capture photo and video of their first commercial album entitled Maoli. Since then Jesse has been pleased to work with this creative team on anything that might be needed.
- **Nathen Dutro Jr.** – Musician Nathen Dutro hired Jesse to conceptualize and photograph the cover for his album Make You Mine.
- **Nikki Van De Car** – Nikki Van De Car is an author, crafter, and mother. Her books have stories that focus on magic, witches, and young women. Some of her adult publications have included "What to Knit When You're Expecting," and "The No Kill Garden." Nikki hired Jesse to create a set of promotional photos that would not only highlight her as an author, but also to serve as blog content for Nikki's lifestyle blog.
- **'Ohelo Cafe** – One of Volcano Hawai'i's preferred dining options approached Jesse as the featured artist for its establishment. Today you can view Jesse's landscape photography as custom large-scale prints on the walls of the cafe. Jesse was also asked to design the cafe's menus, and website in their first years. Food photography also took place alongside staff and promotional photo sessions. Materials were circulated to press and travel publications in advance of the restaurants opening in 2013.
- **Ola Tropical Apothecary** – Founded in 2005, Ola Tropical Apothecary (also known as Ola Hawaiian Body Products) has become one of Hawai'i's leading luxury body care and wellness brands. Jesse has been Ola's photographer of choice and has worked with the brand since 2011. Jesse has photographed over 30 projects for the brand and has directed and produced numerous TV and social media spots, interviews, branded videos, tutorials, partnership films and more.
- **Volcano Rainforest Retreat** – Volcano Rainforest Retreat is a collection of distinct guest cottages, created with elegant simplicity in harmony and balance with the Hawaiian rainforest. Jesse has been the retreat's go-to photographer since 2008 and has also assisted in promotional videos for this luxurious getaway.
- **Pomai Bartolome** – Pomai is a radio DJ for Hawai'i's KWXX and is a musician in her own right. Jesse has worked with Pomai on promotional photography and music videos.
- **Realtor Ron Rigg** – Ron Rigg has been one of East Hawai'i's leading realtors for over forty years. Jesse has worked with Ron and his team since 2018 photographing properties on the island.
- **Swing Rider** – The Swing Rider is a prototyped medical device designed to help individuals with mobility issues. Its inventor John Threlfall, approached TCV to create a promotional video package for pitch meetings in front of medical insurers and care providers.
- **WSJ** – Photo and video coverage of Hawai'i's 2010 Tsunami scare.
- **TOTUS** – The Tea Of The United States Awards hired TCV for event photography.
- **Reggae In The Valley Festival Maui** – Jesse was hired as the event photographer and covered promotional photos on artists leading up to the event.
- **Big Island Grown** – This licensed cannabis dispensary on Hawai'i's Big Island hired Jesse to film an educational series of films to better educate patients who are considering cannabis as a part of their medical treatment plan.
- **Hawai'i Tax Institute Foundation** – During the COVID-19 epidemic, the Hawai'i Tax Institute Foundation hired TCV to film cultural performances as opening materials for their virtual events for global attendees.

- **Alonso Spirit Band** – In 2016 Jesse was hired by Alan Rosen of Alonso Spirit Band to film and edit their music video “Noon Day Sun”
- **Annetta Lucero** – Jesse was hired by Cirque Du Soleil performer Annetta Lucero for a tutorial video series named “Disqualified + Overqualified.” This project included filming tutorial footage, editing archival footage, and creating over 80 videos condensed into a multi DVD set.
- **Zoë Eisenberg** – Jesse has worked with Hawaii based filmmaker Zoë Eisenberg on a few projects. Zoë first contacted Jesse for VFX advice for her film Stoke (2022). Jesse has also provided location sound services for Zoë’s 2022 short film Cashback.
- **Hawaiian Ethos** – This licensed cannabis dispensary on Hawai‘i’s Big Island hired Jesse to film educational conversations on cannabis as medicine by Dr. Stacey Marie Kerr.
- **Kipuka Cottage** – Kipuka Cottage was a B&B that operated in the Kilauea Summit Region of Hawai‘i’s Big Island. A video was produced to market the B&B coinciding with their website relaunch.
- **Hawai‘i Home Grown Food Network (HHGFN)** — HHGFN asked Jesse to film the annual “Taste Of The Hawaiian Range” in 2018. The footage was compiled into a trailer for future festivals. Additional footage was captured during a chefs breakaway session while at the festival covering the use of locally sourced meats in Hawai‘i’s restaurants.
- **Volcano Rainforest Runs** – For several decades the The Volcano Rainforest Runs held iconic runs through craters, over lava flows and through the rainforests of Kilauea. During the last four years of this run (before it’s rebranding and relocation), Jesse created a series of images evoking the essence of this annual event for magazine and social platforms.
- **Volcano Winery** – In 2008 Jesse was hired to photograph the wines and product lineup offered by the winery.
- **Wailoa Center** – The creative team behind the first impressionist exhibit hired TCV to photograph the installed exhibits and the inaugural Impressionist Ball in Hilo. The photos taken during this project have been compiled into coffee table book.
- **Zonar Systems** – Zonar is the leader in smart fleet/vehicle management technology with GPS enabled solutions. Jesse was approached by Zonar to photograph a several clients of theirs as case studies for marketing materials.

Volunteerism, Community Service & Non-Profit Work

- **Keaua Youth Business Center (KYBC) 2007-2011:** Starting as a student at KYBC in the Summer of 2007, Jesse rapidly accelerated through their Digital Arts program. During that time Jesse was able to produce a full feature length film with KYBC’s resources. Jesse’s four years at KYBC also served as a platform to work closely with many dozens of industry creatives working in the state.
- **Experience Volcano Hawai‘i (EVH) 2018-Present:** In 2018 the Puna District on the Big Island of Hawai‘i was subject to multiple volcanic events. Fissures of lava emitted into the air and Kilauea Caldera was transformed through nearly 500 earthquakes per day over for months on end. At the beginning of those events a small group of local business leaders in the Volcano Area gathered to discuss how to publicly engage with the worlds press as economic uncertainly loomed over the business in the area. Jesse provided press, media, marketing, and branding skillsets that lead to creation of the non-profit tourism advocacy group named Experience Volcano Hawai‘i. Since its inception Jesse has remained as one of the essential board/steering committee members. Among creating EVH’s comprehensive website; Jesse also founded the Experience Volcano Festival. Each year the festival spans across the entire Volcano Area while serving on average 4,500 festival attendees. In 2024 Jesse was asked to serve as EVH’s President of the Steering Committee and Board.
- **Volcano Art Center (VAC) 2015-2025:** In 2015 Jesse was approached by VAC’s Board of Directors to join the VAC as a full board member.
 - Jesse was tasked to head the VAC’s Music and Entertainment Committee (M&E). Under his management the M&E program has had over 150 concerts, dozens of fundraisers, and many other special event offerings as an active fundraising platform for the VAC.
 - Tunison created the VAC’s Heritage And Archival Program (HAP). HAP was created in 2020 during COVID-19 as a small project to digitize the VAC’s 50 year history. Since HAP’s creation, Jesse manually digitized over 30,000 analog slides, video and audio tapes, along with thousands of documents. Over 90% of the collection was digitized to an archival standard of FADGI 5.
 - During COVID-19 Tunison was tasked through state funding at the VAC to create a virtual classroom platform that could be accessible to anyone around the world. This virtual platform was designed and implemented from his conceptual designs to directing, producing, and editing over 100 in depth videos populating the VAC website in under three months.
 - In 2024 the VAC introduced all new signage along the forest trail of Niaulani in Volcano Village. Tunison designed all of the new signage and introduced scalable QR codes for the public to engage and learn about

Hawaiian rainforests. Through this virtual platform a virtual tour was created with over 40 educational videos with tour guides as a new modern way to engage with plant ecology.

- From 2021-2024 Jesse also served at the Vice President on the board of directors at VAC.

- **Keahou Bird Conservation Center (KBCC) 2025-Present:** Jesse was approached by Keahou Bird Conservation Center to help develop the conservation centers' public outreach program. This task has always remained a difficult thing to pull off. KBCC is actively working with Tunison to better develop programs and platforms that allow the center to continue their critical work while expanding their public image while educating people about their continuing efforts with Hawai'i's critically endangered and threatened bird species.
- **Volcano Community Association:** In 2017 Jesse was asked by Volcano Community Association (VCA) to help filter through applicants and select a grantee who would be eligible for a VCA awarded grant. This grant was designed to be awarded to an outstanding high school student residing in the Volcano Area needing fiscal assistance for collage.
- **Donated Work** – Tunison has donated fine art prints and services to many businesses and organizations including: The Volcano Art Center, Kau Coffee Festival, Hilo Urgent Care, USGS HVO, Friends Of Hawai'i Volcanos National Park, Hawaii News Now, KITV News, SKY News, Hawaii Tribune Herald, Kau Calendar, TOTUS, NHNZ.tv, Earth Medicine Institute, Huffington Post, Office Of Hawaiian Affairs, Volcano Winery, Volcano Rainforest Retreat, Hawai'i Care Choices and more!

MEMBERSHIPS & AFFILIATES

Canon Professional Services: 2011-Present

Offered by Canon to its professional clientele, Jesse has maintained Platinum and Gold memberships as a CPS member for over a decade.

Professional Photographers Of America: 2022-Present

PPA is the world's largest non-profit trade association for professional photographers. Tunison is a sustaining certified member apart of the PPA's Certified Professional Photographer Program.

Volcano Art Center: 2008-Present

Volcano Art Center (VAC) is a nonprofit, 501(c)(3) educational organization that was founded in 1974. Today, Volcano Art Center continues operates a thriving fine arts gallery with multiple locations while showcasing fine arts from over 200 Hawai'i based artists.

EQUIPMENT & TECHNICAL QUALIFICATIONS

Certified Photographer and member of Professional Photographers Of America (PPA).

UAS Part 107 License. Commercial aerial drone work as issued by the Federal Aviation Administration (FAA).

Video Equipment:

Digital Cinema Blackmagic URSA Mini Pro 4.6K

Studio Follow Focus

3 Stage 19mm Mattebox

Sachtler 100mm fluid head

Sachtler carbon fiber 2 stage tripod with all-terrain feet

Photographic Equipment:

All photography kits listed below include.

3 Stage Gitzo Carbon Fiber Tripods

Serval tripod heads including Vanguard and Really Right Stuff

Tether Tools Kit for client approvals

Profoto Softboxes & Reflectors

2 Profoto B3 1200Ws Power Packs

2 Profoto ProB Heads

Medium Format Kit:

Phase One 645DF+ Camera
Phase One IQ250 Digital Back
Phase One IQ140 Digital Back
Full array of professional lenses from Phase One, Schneider-Kreuznach, Mamiya and Zeiss that include Zooms, Primes, Macro, Wide-Angles, Mid-Angles and Telephoto.

35mm Format Kit:

Canon 1Dx MkII
Canon 5Dsr
Canon 5DmkII
Full array of professional lenses from Canon, and Zeiss that include Zooms, Primes, Wide-Angles, Mid-Angles, Telephoto, and Super-Telephoto

3D Scanning Kit:

Creality Otter Four Lens Stereo Vision 3D Scanner
Reflective Markers in 3mm & 6mm
Motorized 3D Scanning Turntable (ALPHA)

Audio Equipment:

Sanken CS3e mono shotgun microphone
(3) Sennheiser G3 Series Wireless Microphone's with ME 2 omni-directional lavalier
Rode Boom Kit
Zoom H6 Recorder
Full array of audio cables and adapters

Recording Studio Time:

Jesse Tunison has accrued over 3,000 hours in directing, producing, and managing studio sessions. His experience excels in working with composers, musicians, and audio-engineers in the areas of ADR, Dubbing, mixing, mastering and administrative producing for studio sessions for clients and audio talents.

Software Experience:

Apple's Final Cut Pro: 10+ years of experience
Apple's Logic Pro: 5+ years of experience
Adobe In Design: 2 years of experience (ongoing training)
Adobe Photoshop: 20+ years of experience
Adobe Premiere Pro: 15+ years of experience
Adobe Lightroom: 5+ years of experience
Adobe Media Encoder: 10+ years of experience
Autodesk Flame: 2 years of experience (ongoing training)
Autodesk's Mudbox: 1 year of experience
Blackmagic's DaVinci Resolve: 3+ years of experience (ongoing training)
Capture One: 15+ years of experience
Creality Scan: 5+ years of experience
Wix Webdesign OS: 10+ years of experience
Wordpress: 8+ years of experience

Skillsets And Training:

Photogrammetry: **One Year of Training**
3D Scanning: **One Year of Training**
Video Editing: **Professional**
Color Correction, Grading & Mastering: **Professional**
Color Theory & Color Science: **Extensive Experience**
Sound Editing & Mastering: **Sufficient Experience**
Lighting For Picture: **Professional**
Lighting For Video: **Professional**
Server Management: **Extensive Experience**

Apple OS & iOS: **Professional**
Contracts: **Experienced**
Marketing: **Experienced**
Producing & Admin: **Professional**
Audio Recording: **Semi-Professional**
Image Restoration & Recovery: **Professional**
Logistic Skills: **Professional**
Team Management: **Professional**
Photo & Video Journalism: **Semi-Professional**

Insurance & Coverage Details:

Lockton Affinity L.L.C.

As a photographer I am insured for bodily injury and property liability at any location. This coverage includes equipment malfunction and data loss. This insurance coverage also provides real or alleged faults in the work I produce that might result in bodily injury or property damage. Coverage also includes up to \$2 million aggregate (\$1 million per-occurrence).

REFERENCES

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