

Jay Williams 1st AD



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| Full Name | Jeremy Williams |
| Nationality | British |
| License | Full and clean UK & UAE |
| Languages | English Spanish |
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| Web | Showreel |
| IMDB | Jay The First |
| LINKEDIN | 1st Assistant Director Jay Williams |

My love affair with film started at the age of five growing up around Elstree Film Studios.

I began working in the industry as a tracking car driver progressing to become an integral part of the camera crew, and from 1990-1995 I Key Gripped four features, before moving to Spain. Based in Andalucía, I worked consistently on car commercials for the following five years, before I decided to set up my own location and service-company.

In 2001, after working on a TV feature in Ibiza as local Production Manager, I negotiated a deal with VFG to leave their generators and lights with me in Spain where I operated their equipment for two years. Following this period I concentrated on working on freelance productions up until 2010, when I returned to the UK on family business. I am now based in Dubai.

As an Assistant Director I see my role as integral and vital to any production - being the Director's support, the Producer's Representative, and the Crew's motivation. Having worked my way up through the ranks, my day-to-day perspective is fuelled by years of hands-on experience within various disciplines of the industry.

Fundamental attributes of being a First AD, as I see it, are to anticipate where delays or problems could occur, and to take steps in advance to prevent them. Also to ensure that the AD team under my supervision is a hub that allows information to travel in all directions between the technical, creative and logistical teams, to hopefully accomplish works of art. In addition to this, flexibility is key due to constantly changing logistics. To this end, I am comfortably aware that schedules must be adhered to for budgetary reasons.

Over the years I have worked on feature films, commercials and music videos, with artists including Robert De Niro, Freddie Mercury, AC/DC and Led Zeppelin. I have worked with directors such as Mike Leigh, Storm and Bob Keen.

Listed below is a brief selection of work I've been involved with:

Programs I own and work with

Movie Magic, Jungle Scheduling, Jungle budgeting, Koala Call Sheets, Casper Shot-lister, Shot Designer, Keynote, Pages, Excel,

Interests

Lighting and new technology, LED, Plasma, Quantum dot technology.

Telemark Skiing - otherwise known as falling down mountains gracefully

Languages - Studied BA in modern languages & Attempting Gulf Arabic.

Motorbikes - like many teenagers I aspired to be a world champion and was lucky enough to make it onto the track to Road-race 1100cc at club level. I have many cups to prove it.

Stocks and Shares - primarily within the Renewable Energy, Hydrogenics and Water treatment

References

| | | |
|-----------------------|----------|-----------------------------|
| Caroline Sax | Director | Friday Night Films (UK) Ltd |
| Chantelle de Carvalho | Producer | Film 38 |
| Trevor Rogers | Director | Stingray |

| ROLE | TYPE | YEAR | LOCATION | DIRECTOR | COMPANY | TITLE |
|---------------------|------------------|------|------------|------------------------|-----------------------------|-------------------|
| 1st AD | Commercial | 2021 | Dubai | Jad Eid / Farah Alameh | What If | Dubai Tourism |
| PM | Commercial | 2021 | Dubai | Kenton Oxley | Knockout | Etihad |
| 1st AD / PM | Commercial | 2021 | Abu Dhabi | Isaac Kumer | GAME | ADEK |
| 1st AD / PM | Intro Film | 2020 | Dubai /RAK | Pegah Ghaemi | Pegah | Hyundai |
| 1st AD / PM | Commercial | 2020 | Abu Dhabi | Alex Hartman | Knockout | Dynamo |
| 1st AD | Commercial | 2019 | Dubai | David Zennie | Disruptive | |
| 1st AD / PM | Commercial | 2019 | Dubai | Devin Peters | OFMP | Supermoves |
| 1st AD | Commercial | 2019 | Dubai | Jac Mulder | Kiwi | Carrefour |
| UPM | Commercial | 2019 | Abu Dhabi | Danielle Arden | Knockout | Abu Dhabi Tourism |
| PM | Documentary | 2019 | RAK | Emile | | Thrive Sabbatical |
| 2nd AD | Feature Film | 2019 | Abu Dhabi | Renny Harlin | Misfits | Misfits |
| 1st AD / UPM | Commercial | 2019 | Abu Dhabi | Noël Loozen | Halal | Jimmy |
| 1st AD | Feature Film | 2019 | Abu Dhabi | Peter Collister | Paramount | Sonic |
| 1st AD / UPM | Commercial & App | 2019 | Dubai | Pierre Dawalibi | Dubai Tourism, Phoenix Film | Chinese New Year |
| 1st AD | Commercial | 2018 | Fujairah | Jan Bonny | PPM Film Austria | Check Felix |
| 1st AD / PM | Commercial | 2018 | Abu Dhabi | Jamie Adair | Phoenix Film | Beats One |
| 1st AD | Commercial | 2018 | Abu Dhabi | Ahmed Abdulqader | TwoFour54 | ADIO |
| 1st AD | Content | 2018 | Abu Dhabi | Scott Carthy | TwoFour54 | Manchester City |
| 1st AD | Commercial | 2017 | Abu Dhabi | Gary Nadeau | Talkies | First Gulf Bank |
| 1st AD | Content | 2017 | Dubai | Malcolm | Double Exposure | Take Time |
| 1st AD | Content | 2017 | Dubai | Adham Obeid | Capital D | |
| 1st AD / PM | Music Video | 2017 | Dubai | Sameer | Rajtaru | Challenge |
| 1st AD | Commercial | 2017 | Dubai | Anas Tolba | T-Productions | Mashrooi |
| 1st AD / PM | Commercial | 2017 | Sharjah | Chuan Lim | Rajtaru | LUWAK Coffie |
| 1st AD | Commercial | 2017 | Abu Dhabi | Corba Stols | Knockout | Net Cube |
| Producer | Commercial | 2017 | Dubai | Mazen Fayad | Rajtaru | Midea |
| 1st AD | Commercial | 2017 | Dubai | Henri Bassil | Big Kahuna | GMC |
| 1st AD | Commercial | 2016 | Dubai | Samir Syriani | Rajtaru | Tetley |
| 1st AD | Short Film | 2016 | Abu Dhabi | Nayla Al Khaja | Seven | Heros |
| 1st AD | Commercial | 2016 | Dubai | Riki Butland | Rajtaru | Noor Bank |
| 1st AD | Content | 2016 | Dubai | Barry Brand | Leap Collective | Panzani |
| 1st AD | Short Film | 2016 | Abu Dhabi | Claus Raasted | Rollepilsakad | Legends of Arabia |
| 1st AD | Content | 2016 | Dubai | Barry Brand | Leap Collective | Mastercard |
| 1st AD | Commercial | 2016 | Dubai | Riki Butland | Rajtaru | Tiger Balm |
| 1st AD | Short Film | 2016 | Dubai | Brian Breheny | Aquaries | RTA |
| 1st AD | Commercial | 2016 | Abu Dhabi | Barry Brand | Leap Collective | Galleria |
| 1st AD | Commercial | 2016 | Dubai | Luca Perazzoli | Deja Vu | Pantene |