

MICHAEL ANNETTA

EXPERIENCE DESIGNER & CREATIVE PRODUCER

@ michael@michaelannetta.com

ABOUT

WORK

I am a Creative Director, Designer, and Producer with exceptional verbal, visual, and written communications skills. I have proven talent in VR, character, story, and script development. My approach centers on user-focused, iterative design.

LEAD VR EXPERIENCE DESIGNER - Title TBA

2017-present

MatterVR, Santa Monica, CA

- Design educational VR experience in Unreal Engine
- Adapt in-story VR minigames based on ancient board and dice games
- Design narrative arcs and interactive structure using Articy: Draft 3
- Perform academic research and authentication of historical details

ADJUNCT PROFESSOR

2016- present

USC School of Cinematic Arts IMGD, Los Angeles, CA

- Teach practice and production fundamentals of core Game Design Workshop class
- Function as Executive Producer for published final tabletop games

LEAD VR DESIGNER | CREATIVE PRODUCER - Nevermind

2015-2017

Flying Mollusk, Glendale, CA

- 2015 Indiecade finalist - *Nevermind*
- Led the VR adaptation of Unity-built game, *Nevermind*, for Oculus Rift and HTC Vive
- Voiceover casting and direction; SAG-AFTRA Liaison
- Managed localization translation and implementation
- Liaised with R&D labs building relationships around cutting-edge sensor and IoT technologies
- Developed and maintained game and corporate websites
- Worked hand-in-hand with CEO on overall corporate strategy

VR DESIGNER - theBluVR (Samsung GearVR Launch Title)

2014

Wemo Labs (now WEVR), Venice, CA

- 2015 Proto Award Winner: Best Mobile Experience; Best Educational Experience- *theBluVR*
- Designed structure and interaction of oceanic educational mobile VR experience in Unity
- Performed academic research and authentication of scientific details
- Assisted voiceover casting and direction

CREATIVE PRODUCER | WRITER - Today in LGBTQ History

2013

The Lavender Effect, West Hollywood, CA

- Conceived and produced web-based educational project, *Today in LGBTQ History*, released publicly in the form of daily blog and social media posts
- Designed, wrote, and maintained database for all project content

LEVEL DESIGNER - Superfugu

2013

Wemo Media (now WEVR), Venice, CA

- Designed levels and puzzles in Unity for 3D oceanic children's mobile game, *Superfugu*

CREATIVE STRATEGIST | STEERING COMMITTEE MEMBER

2012-2014

TransmediaLA (now StoryForwardLA), Los Angeles, CA

- Board member for interest group bringing together the leading minds in the Transmedia continuum dedicated to the education, innovation, and incubation of new storytelling forms
- Strategized with team on group direction, guest speakers, and workshops

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WORK (CONT.)

UI/UX DESIGNER | GAME DESIGNER - *Flotsam*

2012-2013

The Alchemists, Hollywood, CA

- Designed UI/UX for iPad transmedia extension of Caldecott-winning children's book, *Flotsam*
- Co-designed AR-enabled trading card game as a coordinated transmedia extension

CREATIVE DIRECTOR | LEAD GAME DESIGNER - *Seymour Deeply*

2011-2012

USC Thesis, Los Angeles, CA

- Conceived and designed narrative-driven interactive play experience in Unity integrating consumer-level stereoscopic 3D projection and Microsoft Kinect gestural control
- Crafted, laid out, and scripted comic book transmedia extensions from core storyworld

CREATIVE INTERACTIVE DESIGNER

2011

Walt Disney Imagineering - Creative Interactive Attractions, Glendale, CA

- Designed and prototyped interactive concepts for an existing theme park experience refresh

GAME DESIGNER | WEBMASTER - *Elephant in the Relationship*

2010-2013

Team Elephant, Los Angeles, CA

- Co-designed tabletop game which turns unexpressed relationship issues into serious play
- Designed WordPress web site and all graphical elements (board, cards, pawns) for game
- Presented game at multiple conferences and art exhibits

CHARACTER AND NARRATIVE DESIGNER

2010-2012

USC Mobile and Environmental Media Lab, Los Angeles, CA

- Team designed sensor/Internet of Things prototypes for vehicle-driver interactions
- BMW-sponsored research project through USC

GRAPHIC DESIGNER | LEAD APPLICATIONS & DOCUMENTS SPECIALIST

2004-2011

Manatt, Phelps & Phillips, LLP, Los Angeles, CA

- Created, designed, maintained in-house graphics, websites, games, and media presentations
- As Lead Specialist, acted as Asst. Supervisor for 20+ person software support department
- Expanded departmental scope by introducing and integrating design software and specialties
- Trained users in Adobe design applications (Photoshop, Illustrator, InDesign)
- Researched, beta tested, and implemented new applications

IT MANAGER | BUSINESS OFFICE MANAGER

1999-2001

Polsky & Associates, Ltd., Chicago, IL

- Managed all day-to-day operations and supervised support staff
- Oversaw and managed office remodel build-out and company office move
- Maintained, upgraded, and troubleshoot all system software and hardware
- Coordinated creation and maintenance of inaugural company website
- Conceived and implemented company-wide knowledge management standard
- Designed and executed standardized client proposal format
- Coded and implemented company-specific Microsoft Word macros
- Constructed and maintained Microsoft Access client database
- Oversaw both Accounts Payable and Accounts Receivable; Reduced A/R by 40%

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EDUCATION

MFA INTERACTIVE MEDIA & GAMES

USC School of Cinematic Arts, Los Angeles, CA

Recipient of Fox Fellowship Award

Inaugural recipient of USC Lambda Alumni Association's NOGLSTP (National Organization of Gay and Lesbian Scientists and Technical Professionals) Scholarship in Innovation

Member: Mobile and Environmental Media Lab and Stereoscopic 3D Lab

GRADUATE

National Shakespeare Conservatory, New York City, NY

Professional Classical Theatre Training Program – Graduated with top honors

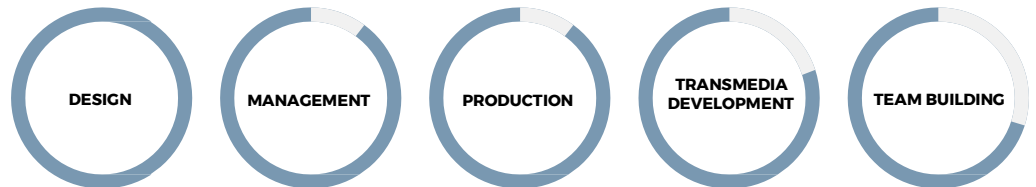
BA FILM & COMMUNICATIONS, with Honors

Penn State University, State College, PA

Areas of emphasis in Computer Science & Theatre

Member: Penn State Thespians, ΩΔΚ National Leadership Honor Society, University Scholars

SKILLS



SOFTWARE

Unity3D Engine



Microsoft Office and Google Apps



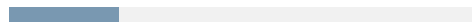
Adobe Photoshop (CC)



Adobe Illustrator (CC)



Unreal Engine



JIRA



ONLINE



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