

ABOUT

WORK

MICHAEL ANNETTA

EXPERIENCE DESIGNER & CREATIVE PRODUCER

@ michael@michaelannetta.com

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 - *Wonders of the World*

2017

MatterVR, Santa Monica, CA

- Led design of historical educational VR experience for GearVR and Rift, built in Unreal Engine
- Created characters and broke overall story for all segments of experience
- Adapted real-world ancient board and dice games to in-story VR minigames
- Designed narrative arcs and overall interactive structure using Articy: Draft 3
- Collaborated on casting and directing of voice over actors
- Researched and authenticated historical details with academic experts in various fields

LEAD VR DESIGNER | CREATIVE PRODUCER - *Nevermind*

2015-2017

Flying Mollusk, Glendale, CA

- 2015 Indiecade finalist - *Nevermind*
- First-ever commercially available biofeedback-enhanced VR game
- Led the VR adaptation of Unity-built game, *Nevermind*, for Oculus Rift and HTC Vive
- Worked hand-in-hand with CEO on overall corporate strategy
- Reviewed all incoming human resources submissions for studio for employment consideration
- Scheduled tasks and sprints for studio Agile development in JIRA
- Voiceover casting and direction; SAG-AFTRA Liaison
- Edited audio files from VO sessions using both Audacity and Adobe Audition
- 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

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 oceanographic 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*
- Copy wrote educational text for in-game info cards

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 Augmented Reality-enabled trading card game as a transmedia extension

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WORK (CONT.)

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
- Programmed prototype interactions in Unity using Javascript and C#
- 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
- Crafted game design documents, collaborating with concept artists and budget managers

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

- Collaborated with BMW-sponsored research team to design sensor/Internet of Things (IoT) prototypes for vehicle-driver in-car interactive experience
- Conceived vehicle character and wrote copy for vehicle/driver interactions

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

ACTOR | PUPPETEER **2000**

Jekyll & Hyde Club, Chicago, IL

- Performed strolling improv and scripted scenes in Victorian-themed "eatertainment" venue
- Operated and voiced (live) interactive architecturally-integrated puppets throughout venue

ADJUNCT PROFESSOR **2016- present**

USC School of Cinematic Arts IMGD, Los Angeles, CA

- Teach practice and production essentials of fundamental Game Design Workshop class
- Focus on core game design principles, procedural thinking, and project management
- Function as Executive Producer for published final tabletop games

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

RELATED WORK

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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

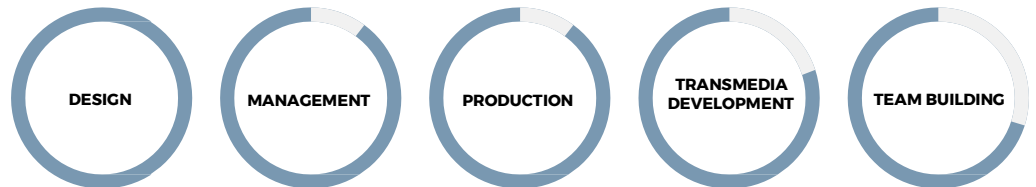
BA FILM & COMMUNICATIONS, with Honors

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

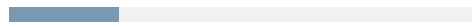
Unity3D Engine



Adobe Photoshop (CC)



Unreal Engine



Microsoft Office and Google Apps



Adobe Illustrator (CC)



JIRA



ONLINE



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