

# Michelangelo Barbic

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## ABOUT

Innovative experiential designer rooted in story-telling specializing in user-centric experiences. Proven ability to drive brand engagement and enhance user experiences through creative design and technology. Seeking opportunities to improve and positively impact the perception and usability of ground-breaking products.

## EXPERIENCE

3D EXPERIENTIAL DESIGNER - KIA NORTH AMERICA | INNOCEAN USA; REMOTE, CA — 2023-PRESENT

***Developing activations for select Kia flagship vehicles for North America.***

Led creative direction for 2023 & 2024's Time Square Numeral Tour and Kia & NBA Partnership Activations, reaching an audience of over 1 billion estimated viewers.

Collaborated with creative and technical teams to achieve innovative performance targets, resulting in a 10% increase in brand engagement.

NORTH AMERICA VIDEO PRODUCTION LEAD - ODOO INC. | SAN FRANCISCO, CA — 2022-2023

***Restructured Odoo Inc.'s live-streaming and video operations for North America.***

Directed a team of 10 content writers across the US, boosting measured efficiency and productivity by 20%.

Managed video and live-streaming operations for in-person and remote events, leading to a 75% increase in event participation.

Developed content for targeted advertisements, webinars, e-learning, and events. Select content was informed by competitor analysis and audience targeting, contributing to a 30% increase in social media engagement and conversion.

VIDEO PRODUCER - MEDIAVISION | CAL POLY POMONA, POMONA, CA — 2017-2021

***Led rebranding initiatives and elevated the university's video production team.***

Produced over 40 video projects and motion graphic packages for university clients.

Directed videography and technical production in live environments, improving live stream quality standards.

Managed a content management system for e-learning and marketing videos, streamlining accessibility for over 8,000 users.

MULTI-DISCIPLINARY DESIGNER — FREELANCE | MICANBAR, VARIOUS LOCATIONS, CA — 2016-2022

***Provided accessible design services to underrepresented businesses and small artists.***

Managed client accounts, invoicing, scheduling, and content delivery for over 10 clients.

Created 3D and 2D motion-based ads for social media.

Provided video and photo coverage for events, increasing client visibility by 25%.

Developed brand identity packages and web/application interfaces, contributing to a 200% increase in client brand recognition.

## EDUCATION

CALIFORNIA STATE POLYTECHNIC UNIVERSITY - POMONA | B.F.A. VISUAL COMMUNICATION DESIGN, 2021

## SKILLS

### Design Software:

Adobe Creative Suite, Blender 3D, Cinema 4D, Substance Painter, Rhino, Figma, Rive, Unreal Engine, Unity 3D, MidJourney, Stable Diffusion, OBS Studio, Vmix, VS Code.

### Project Management:

Odoo ERP & CRM, Microsoft Office 365, ServiceNow.

## SPECIALTIES

Art Direction, Project Management, User Experience, Spatial Design, 3D/VR Visualization, Motion Graphics, Rigging, Animation, Broadcasting, A/V Engineering.

## AWARDS

Graphis - New Talent Annual 2021 - Platinum  
for BP06: 12 Principles of Animation - 3D Animated Short