

michelangelo barbic

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PROFILE

Multidisciplinary creative with experience across automotive, tech, and education sectors. Pivoting focus toward technical design and 3D development for products. Trusted in high-pressure environments to lead design initiatives from concept to launch.

EDUCATION

Bachelor of Fine Arts - Visual Communication Design

California State Polytechnic University, Pomona, United States

WORK EXPERIENCE

3D Experiential Designer - Kia Motor America - INNOCEAN USA

January 2023 - Present | Huntington Beach, CA, United States

- Led 2D/3D design and production of high-visibility Kia brand experiences with record numbers including NBA All-Star Weekend, WNBA All-Star, Times Square Numeral Tour, and others.
- Developed vehicle displays and branded environments for 10+ large-scale and regional activations, streamlining technical design and vendor hand-off for efficient roll-out.
- Ensured activation and concept alignment with Kia brand guidelines and making decisions on types of materials, color, and design decisions imposed by budget/vendor-capabilities.

Video Production Lead - Odoo Business Software

April 2022 - December 2022 | Huntington Beach, CA, United States

- Led restructuring initiative of marketing campaigns for North America, oversaw technical writers and other departments to introduce a streamlined brand presence.
- Introduced 3D and live-motion graphics for e-learning live-streaming services, and product education videos.
- Developed video content and strategies for paid social, webinars, e-learning, and events influenced by competitor analysis and audience targeting.

Freelance Design - Micanbar

June 2021 - December 2023 | Huntington Beach, CA, United States

- Developed brand identity packages for clients, optimized for scalability and social platforms.
- Managed multiple client accounts, invoicing, scheduling, and content delivery for internal presentations, paid-social, product advertising, and application development.
- Prototyped, researched, and developed web/application interfaces, games, and physical items.

Video Producer - MediaVision

February 2017 - May 2021 | Pomona, CA, United States

- Initiated and co-produced department re-branding initiative and managed streaming systems.
- Produced branding packages for university departments, incorporated 3D motion design and animation into the university's capabilities for marketing services.
- Collaborated with faculty departments to deliver video content for university informational and marketing campaigns.

SPECIALTIES

Visual Storytelling	Presentation Decks
3D Production/Printing	Technical Illustration
Technical Illustration	Strategic Marketing
Motion Graphics	Project Management
Activation Production	2D Print Production

SOFTWARE

Adobe CC Suite	Adobe Medium VR
Blender 3D	Reality Capture
Cinema 4D	Polycam
Rhino 3D	Stable Diffusion
SketchUp	Nvidia Omniverse