

MICHAEL "OZ" SMITH

CREATIVE DIRECTOR FOR TECH & MEDIA

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An award winning **Creative Leader** and **Tech Executive** with 25 years experience creating award winning content and experiences for worldwide brands and IPs. Proven success building systems for managing and executing complex creative productions with cross-functional teams and partners.

Recipient of five Visual Effects Society nominations for "Best Visual Effects - Special Venue," 2 THEA Technical Awards, multiple Telly Awards, and innumerable film festival wins; Michael has brought thoughtful and problem-solving leadership to numerous high-profile projects ranging from complex real-time shows and simulator systems, to novel creative and technical breakthroughs for film, new media & web3.

HIGHLIGHTS

- **Creative Leadership:** Built a cross-functional creative production department from scratch, driving creative and technical excellence to new levels while cementing project partnerships worth millions.
- **Systems Innovation:** Conceived, staffed and directed the creation of a new cloud-based game & media app architecture for building and distributing hybrid linear & interactive content, closing a deal with a major electronics manufacturer.
- **Technical Innovation:** Developed new creative production processes to pre-render and maintain engine-agnostic fidelity of ray-traced 3D content.
- **Collaboration:** Worked directly with internal and client stakeholders to scope, design & execute creative content and technical solutions.
- **Project Management:** Implemented cross-department and multi-team tools & processes for project management with tangible productivity and cost improvements.

EXPERIENCE

COSMIC WIRE INC

September 2022 - Present

VP Operations

- Collaborated with the CEO, company leadership and internal departments to oversee company operations.
- Conceived, staffed and directed the creation of a new cloud-based game & media app architecture for building and distributing hybrid linear & interactive content.
- Developed new creative production processes to pre-render and maintain engine-agnostic fidelity of ray-traced 3D content, assets and environments across multiple game-engines and device types.
- Lead teams by example, providing clear communication, compassionate human-centered focus and realistic expectations improving creative production outcomes by over 50%.
- Translated changes to client briefs, management directives and stakeholder feedback into specific technical, strategic and creative tasks while also directing task assignments to relevant teams and members based on assessed capability.
- Drove innovation and creativity through the use and integration of new technologies.

SUPER 78 INC

July 2003 - September 2022

Senior Technical Director

- Worked directly under the President and Creative Director along with project managers, internal staff and outside contractors to oversee the technical and creative excellence of the company's projects.
- Worked as the Principal Editor, VFX Artist & Colorist for the majority of company projects in mediums ranging from Web to Film to VR.
- Created the base app-to-media architecture along with the media workflow, audiovisual, network and system design for the world's first stereoscopic interactive character attraction - "Spongebob Subpants Adventure" (Thea Award Winner).

- Developed a novel 3d camera ray-tracing system for use in attraction media to create un-segmented, continuously rendered stereoscopic imagery with multiple guest perspectives points across a wide viewing area. Used on attractions in Germany, Belgium and China.
- Designed a full data lifecycle process for the company's media projects and managed organizational adoption of it, reducing recurring production costs by over 30%.

EDUCATION

Associate of Animation, Art Institute of Seattle, Class of 2000