

# Quba Michalski: Curriculum Vitae

Hi,

My name is Quba Michalski,  
I'm a Creative Director,  
and I would like to work with you.

With over two decades of experience in various disciplines of design I played many roles: Creative and Art Director, Motion Artist, Filmmaker, Problem Solver, Technologist, Writer, Strategist, Tinkerer and Educator.

Some of my recent full-time engagements were with San Francisco based Autofuss/Bot&Dolly studios, Google's VR/Cardboard/Jump team, user experience research and design firm Blink, as well as with Amazon's Devices and Services Group (DDG).

In each case, I work by utilizing my storytelling, design, technology and communication skills to solve problems and build new experiences, often using some of the world's most cutting-edge tech.

I started my adventure with design in early 90's with early Macs and desktop publishing. As my appetite for new technology, design and communication platforms grew, I mastered web, interactive, motion design, VFX, experiential, film and UX. For the past several years, in addition to traditional *flat media* I have directed and produced award-winning content in Virtual and Augmented Reality. Under a creative identity of QubaVR I have been crafting stories and experiences in these exciting new mediums.

You can discover more about me and my works at <https://qubaxr.com/>

I'd love to get in touch and chat about how we may work together. Whether in 2D, 3D, AR, VR, XR, RR experiential, or some other up-and-coming medium, I am ready to turn my experience, skills and ideas into your studio's asset.

Best Regards,

**Quba Michalski**

creative director \ QubaXR

# Quba Michalski: Curriculum Vitae

## Quba is a:

Creative Director, XR Artist and a Humanist.

Super-generalist: Jack of all trades, master of many.

Hands-on enthusiast of new emerging technologies and media.

## Quba worked at:

**Amazon** (Senior User Experience Concept Designer, Devices and Services Design Group, 2022-2023)  
Multimodal CX Experiences, Prototyping, Creative Direction, Team Leadership

**BlinkUX** (Director of Innovation, 2019 - 2022)  
UI/UX, Prototyping, Creative Direction, Thought Leadership

**QubaXR** (Founder and Creative Director, 2015 - present)  
Award-winning 360° films, VR, AR, Art, R&D, Consultancy, Workshops, Prototypes.

**One Twenty Nine Films** (Creative Director, 2018 - 2019)  
Concept and Pitch Development, Post Production Supervision, Live Action, Motion, VFX, Experiential.

**VReal** (Independent Consultant, 2017- 2019)  
R&D, Prototyping, Marketing, UI/UX

**OMGYes** (Freelance Creative Director, 2016 - present)  
Art, Technical and Creative Direction, R&D, Prototyping, Motion Design

**criminal** (Freelance Director, 2015 - 2018)  
Live Action, Animation, Motion, VFX, Concept and Pitch Development, Post Production Supervision

**Watts** (Chief Technologist and Senior Creative, 2017-2018)  
Creative Leadership, R&D, Staff Training, VFX, SFX, Motion Design, Live Action, Directing

**Tectonic** (Freelance Creative Director, 2016-2017)  
Previz, Prototyping, Art and Creative Direction, UX exploration in VR, Team Training

**Google** (Creative Director, 2014-2015)  
ATAP, Robotics, ACME, Cardboard and JUMP teams, Creative and Art Direction, VR, Hardware Development, Film

**Bot&Dolly** (Creative Director, 2012-2015)  
Robotics, MoCap, Lasers, Projection Mapping, R&D, Experimental Tech, Live Events, Film, VFX, SFX

**Autofuss** (Creative Director, 2012-2015)  
Directing, Live Action, Motion Design, Practical, Experiential, Worldwide Campaigns, Events

**Imago** (Co-Founder and Creative Director, 2003-2012)  
Animation, Motion Design, VFX, TV Commercials, Short Films, Directing

## Quba's clients include:

Adobe, Airbnb, AKQA, Amazon, Atari, Audi, Beko, Bossa Nova Robotics, Budweiser, Carbon, Coca Cola, Dell, Fiat, Google, HBO, Hewlett Packard, Intel, Jambox, Jaunt, McDonald's, Melinda Gates Foundation, Microsoft, MTV, NASA, The New York Times, Nexus, Nike, Meta, Oculus, Salesforce, Samsung, T-Mobile, Turkish Airlines, Under Armour, Valve Software, YouTube, XBOX

## Quba knows:

Creative Direction, Art and Technical Direction, Technical Development, Motion Design, Animation, Visual Effects, 3D/CGI (Modeling, Texturing, Lighting, Animation, Rendering), Compositing, Photography, Cinematography, Set Design, Directing, Copywriting, Scripting, Basic Programming, Motion Control Robots, Motion Capture, Cinematic and Real-Time VR/AR/XR, Interactive and Experiential Design, Real-Time and Data-Driven Design.

He speaks Polish (native), English (perfect) and Turkish (proficient)

**QubaXR** film \ tech \ narrative \ design  
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QUBA XR