

Quba Michalski: Curriculum Vitae

Hi,

My name is Quba Michalski,
I'm a Creative Director, XR Artist, Humanist,
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, Innovation Lead, XR and 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, frequently using some of the world's most cutting-edge tech.

I started my adventure with design in early 90's with first generation 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 Creative: User Experience Concepts, 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, Team Leadership, Envisioning, Technical Development, User Experience, 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