

# Mike Roy

Creative Director

6524 Cliffside Dr  
North Richland Hills  
TX 76180

(214) 274-3967  
mike@mikeroyartist.com  
www.mikeroyartist.com

---

## CAREER EXPERIENCE

---

**Reel FX Creative Studios, Dallas, TX. ([www.reelfx.com](http://www.reelfx.com))**

**2016 – present**

*Creative Director*

Direct a variety of high-end creative projects in multiple modalities for clients. Oversee the aesthetics of projects, interface with clients, and manage team members and resources to accomplish creative goals.

- Shepherd difficult, complex creative projects from concept to completion
- Motivate team members and coordinate their collective creative efforts in the best way possible
- Research evolving marketing and design trends and recommend creative strategies for the studio
- Educate and train team members in software, techniques, and best practices
- Lead decisively, making difficult decisions while being flexible enough to modify them when necessary
- Work directly with clients, seeking win-win solutions while maintaining the aesthetic integrity of the project
- Communicate goals, objectives, and aesthetic observations clearly and convincingly
- Craft pitches and proposals to ad agencies, movie studios, and companies in order to win new business
- Design and illustrate styleframes, storyboards, animatics, pitch books, and other media for job proposals
- Balance time, tools, and talent to reach necessary creative objectives according to studio resources, budgets, and goals

**Reel FX Creative Studios, Dallas, TX. ([www.reelfx.com](http://www.reelfx.com))**

**1999 – present**

*Visual Effects / Motion Graphics Artist*

Perform creative finishing for Commercial, Film, Music Video, Virtual Reality, and Special Venue Projects such as ride films, museum installations, and other new media technologies.

- Developed proficiency in a variety of graphics and visual effects software including Flame, Nuke, Photoshop, Illustrator, and After Effects, as well as other Adobe Creative Cloud apps
- Used tracking software such as Boujou and 3D software such as Maya and Cinema 4D
- Assessed potential jobs and provided detailed work estimates and visual effects breakdowns
- Supervised visual effects shoots, including planning and suggesting solutions that saved time and money and that furthered the creative goals of the client as well as our studio
- Performed demanding, time-sensitive creative tasks while interacting directly with clients
- Assessed problems and implemented viable creative solutions quickly and efficiently
- Strove to achieve the highest level of artistry possible while satisfying core goals projects
- Synthesized various elements from multiple sources and enhanced them for the best possible result, often under strict deadlines
- Worked independently, but assertively sought feedback when needed

- Completed work for clients such as Hasbro, Coke, Pepsi, Gatorade, Anheiser-Busch, JCPenney, Mary Kay, Zaxby's, North Face, EA, Home Depot, Sony, Interstate Battery, McDonald's, TXU, Disney, Relativity Media, Dodge, Chevy, Ford, Toyota, Fiat, Hyundai, Robert Rodriguez' Troublemaker Studios, Odyssey Golf, Community Coffee, Joe's Crab Shack, Gordon's, Gold Bond, and Nestle

**M-Link Technologies**, Lewisville, TX ([www.mlinktech.com](http://www.mlinktech.com))  
*Interactive Multimedia Designer*

**1997 – 1999**

Design and implement themes and graphics for corporate computer-based learning systems.

- Developed proficiency in Adobe Illustrator, Photoshop, Lightwave, and Form-Z
- Designed themes and artwork to help accomplish learning objectives
- Created custom graphical interfaces (UI/UX) for each course according to the theme
- Implemented interactive functionality with Authorware
- Broke down complex concepts into easily learned visual interactions
- Met with clients to discern learning objectives and develop appropriate creative solutions
- Developed for Alcon Laboratories, Chase Bank, MCI, EPRI, Nokia, GTE

**Freelance Graphic Artist, Web Designer, and Creative Consultant**

**1992 – present**

Execute various creative projects for a variety of clients in multiple industries.

- Designed themed collections of artwork for Bernina's sewing machine stock catalog
- Created a series of book covers for Harding University's Career Center
- Worked for Birdlegs, Inc. to create original T-Shirt artwork and won design awards
- Designed logos, print pieces, and websites for a number of clients
- Created fine art paintings, drawings, and illustrations and sold them to various patrons
- Shot and edited various web videos for multiple clients
- Conducted product and portrait shoots and retouched photographs
- Created the logo for the Fort Worth Baroque Society
- Functioned as webmaster and web designer for Indian Industries.com, Indian Rubber.com, Polymer-Products.com, RosasConcrete.com, KwikKarOfMidlothian.com, and LawnEaters.com
- Consulted on pitches, scripts, and storyboards for various commercial projects

---

## **LIVE PRESENTATIONS**

---

**National Association of Broadcasters (Autodesk Booth), Las Vegas, NV**

**May 2016**

Planned and gave a talk and technical demonstration over three days: *How ReelFX is Creating VR Experiences with Flame*

**Republic Studios, Dallas, TX**

**Aug. 2016**

Gave a live presentation and fielded a discussion on VR opportunities with a post production studio

**Flame User Group Meeting, ReelFX, Dallas, TX**

**Dec. 2015**

Planned and gave a talk and technical demonstration on virtual reality

**Flint Academy Animation Camp, Arlington, TX**

**Aug. 2016**

Planned and taught a week-long animation camp for all ages, culminating in a red carpet movie premiere presentation for parents and family

---

**PERSONAL PROJECTS**

---

**ArtistMyth.com**

**2014-present**

A mindset-oriented blog for artists and creatives focused on removing limiting beliefs that keep them from creating and sharing their best work.

- Designed, built, and maintained the website with Wordpress, CSS, and HTML
- Created a handful of e-guides for subscribers to download
- Maintained a regular email newsletter for subscribers
- Planned, wrote, recorded and hosted online courses
- Networked with other influencers to write guest posts on their blogs
- Maintained a social media presence on various sites with regular posts
- Syndicated content and courses to Udemy and Skillshare

**ColorSerenity.com**

**2015-present**

A publishing company to develop and self-publish Adult Coloring Books.

- Curated and generated line art specifically for coloring books
- Built graphics for book covers and interior content
- Wrote book copy as well as marketing copy
- Self-published books on Createspace and Amazon
- Developed website and maintained a social media presence to market books

**Pixmondo**

**2014**

An app company to publish mobile applications for iPhone.

- Researched app market and learned how to publish apps on the App Store
- Developed and self-published two “photobooth” style apps using templates and Xcode
- Developed graphic interfaces as well as content graphics
- Marketed the apps through custom built websites and social media

**SmokeTutorials.com**

**2011-2013**

A training and tutorial blog for users of Autodesk Smoke creative finishing software.

- Built website and wrote periodic training articles
- Recorded tutorial screen casts and uploaded them to YouTube
- Wrote newsletters and social media posts with news, tips, and lessons

---

## **COLLEGE EDUCATION**

---

**Harding University**, Bachelor of Science Degree in Art

**1991-1995**

- Alpha Chi National College Honor Society
- Kappa Pi International Art Honor Society
- Maintained a 3.6 grade point average
- Completed a 50 page thesis for an independent study senior project on Italian Renaissance artists
- Attended the Harding University In Florence international study program
- Ran the graphic design lab for a semester
- Took a post-graduate independent study in painting with Dr. Robinson for graduate credit
- Member of Chi Sigma Alpha men's social club, elected club Historian in 1993

---

## **PROFESSIONAL AWARDS**

---

Katy Perry *Firework* (Music Video)  
MTV VIDEO OF THE YEAR 2011  
BRONZE TELLY AWARD 2011

Rihanna *Reb'l Fleur* (Broadcast Commercial)  
SILVER TELLY AWARD  
VISUAL EFFECTS in a NON-BROADCAST PRODUCTION

Interstate Battery *Tight Fit* (Broadcast Commercial)  
Two SILVER TELLY AWARDS 2010

Interstate Battery *Pinball* (Broadcast Commercial)  
2 BRONZE TELLY AWARDS 2010

PINK *Perfect* (Music Video)  
SILVER TELLY AWARD 2011

Universal Studios Orlando *The Simpsons Ride*  
15th ANNUAL THEA AWARDS 2009  
OUTSTANDING ACHIEVEMENT AWARD 2009

---

## **ASSOCIATIONS AND MEMBERSHIPS**

---

- Charter member, Dallas Flame User's Group
- The Behance Network / Adobe Creative Cloud
- Fort Worth Choral Society

---

## **VOLUNTEERING**

---

- Dallas International Film Festival
- Fortress Inner City Ministry – Fort Worth, TX
- Christ's Haven For Children – Keller, TX

*More information by request, or visit [www.mikeroyartist.com](http://www.mikeroyartist.com).*