

# Mike Roscoe Rudd

Creative Director • Director of Photography • Art Director • Designer

Los Angeles, CA • Portfolio: [mikerscoerudd.com](http://mikerscoerudd.com) • LinkedIn: [linkedin.com/in/mikerscoerudd](https://www.linkedin.com/in/mikerscoerudd)

## Professional Summary

Creative leader with over 15 years of experience directing high-profile campaigns for global entertainment, sportswear, technology, and live event brands. Adept at bridging strategy with execution, delivering cinematic visuals, KeyArt, and motion graphics for blockbuster properties (Spider-Man, James Bond, Mission Impossible, World War Z) and world-renowned clients including Disney, Apple, Nike, HBO, and Netflix. Recognized for detail-oriented precision, reliability under pressure, and a collaborative approach that elevates teams and projects alike.

## Work Experience

### ***Freelance Creative Director / Director of Photography / Art Director***

Los Angeles, CA | 2023 – Present

- Directed branded visuals and campaign assets for streaming and entertainment clients.
- Produced trailers, motion graphics, and digital campaigns for film and television properties.
- Delivered photography and design projects for sportswear and lifestyle brands.
- Continued trusted relationships with agencies and creative studios established during 2010–2023.

### ***Contract Creative Director / Director of Photography / Art Director / Motion Graphics Designer***

Freelance & Agency Collaborations | Los Angeles, CA; Portland, OR; Las Vegas, NV | 2010 – 2023

#### **Entertainment & Film Studios**

- Disney, Sony Pictures, Netflix, HBO, Paramount, Universal, Warner Brothers, Lionsgate, 20th Century Fox, Apple Originals.
- Created KeyArt and marketing campaigns for tentpole properties including Spider-Man, James Bond, Mission Impossible, and World War Z.
- Designed social media campaigns and streaming trailers adapted across multiple platforms.
- Supported studio marketing teams with brand identity systems and storytelling strategy.

#### **Sportswear & Lifestyle**

- Nike, Adidas, Reebok, Mitchell & Ness.
- Directed photo shoots and designed global sportswear campaigns.
- Developed branded animations and motion graphics for digital and retail activations.
- Highlighted Project: Nike digital campaign praised for “top-notch animation skills under very tight timelines.” (2016)

#### **Sports & Live Entertainment**

- NFL, NBA, MLB, UFC, AEG Presents (Coachella, Stagecoach, Electric Forest).
- Produced branded visuals, photography, and live-event campaigns.
- Created immersive visuals for concerts and tours, integrating video, motion graphics, and branded stage content.

#### **Agency Collaborations**

- BLT, Mocean, Proof Creative, Cashmere, Optimize4Success.
- Served as contract creative director and lead designer, producing KeyArt, branding, and motion graphics.
- Recognized as both a visionary collaborator and reliable partner, consistently re-hired for critical campaigns.

## Skillset & Capabilities

## Creative Leadership & Storytelling

- Campaign strategy, KeyArt development, cross-platform storytelling.
- Narrative design for film, streaming, sportswear, and brand campaigns.
- Leadership of design, photography, and production teams.

## Design & Production Mastery

- KeyArt & Campaign Design – posters, branding, and franchise-level visuals.
- Photography & Cinematography – cinematic shoots for brand and entertainment campaigns.
- Motion Graphics & Animation – broadcast trailers, social media campaigns, experiential content.
- AI Filmmaking & Prompt Engineering – blending generative AI tools into cinematic pipelines.

## Technical Expertise

- Adobe Photoshop, Illustrator, After Effects, Premiere Pro.
- Web Development: HTML5, CSS3, JavaScript, PHP, WordPress.
- App Development: iOS (Swift/SwiftUI), Firebase, API integration.
- Immersive Media: WebXR, Three.js, Unity, Reality Composer, AR/VR for Apple Vision Pro.
- Automation: Python scripting, SEO/Ads automation, Google Ads API.
- Git/GitHub version control, Docker deployment.

## Industry Applications

- Entertainment & Media → KeyArt, trailers, streaming campaigns.
- Sportswear & Lifestyle → Nike, Adidas, Reebok global campaigns.
- Sports & Live Entertainment → NFL, NBA, MLB, UFC branded campaigns.
- Technology & Publishing → Apple Music/iTunes, Nylon Magazine, HFM.

## Professional Strengths

- Visionary Storyteller – transforms scattered ideas into cohesive campaigns.
- Reliability Under Pressure – trusted by Disney, Apple, Nike, and Netflix.
- Perfectionist Execution – meticulous in design, cinematography, and post-production.
- Collaborative Leader – energizes teams with enthusiasm and clarity.
- Integrity-Driven Professional – admired as much for character as for skill.
- Multi-Disciplinary Mastery – bridges creative direction, photography, design, and technology.
- Adaptive Innovator – embraces AI, VR/AR, automation while maintaining storytelling traditions.
- Client-Centric Partner – builds long-term trust with clarity and confidence.

## Endorsements & Testimonials

### Peer & Client Testimonials

- “Mike will make your vision become reality.” — Michael Halloran, 2014
- “Top-notch animation skills under very tight timelines.” — Travis Harper, Nike, 2016
- “Far beyond expectations... unmatched artistic approach.” — Jayne Dickson, Optimize4Success, 2021
- “Pushes you to your next level — great leader and collaborator.” — Brendan Zipfel, VP Production, MWW, 2021
- “Visionary and extraordinary with elite knowledge of new technologies.” — Hervé Duboscq, Compass Realty, 2021
- “Amazing visionary and creative director, perfectionist who delivers quality work, and a good human being.” — Daphne Bradford, 2025
- “Guided me with thoughtful questions that uncovered inspiration I didn't know I had.” — Roni Yohanan, 2024

### LinkedIn Endorsements (Skills & Counts)

- Creative Direction: 99+ endorsements
- Graphic Design: 99+ endorsements
- Photography: 84 endorsements
- Art Direction: 78 endorsements
- Motion Graphics: 20 endorsements

- Video Editing: 10 endorsements
- Brand Development: 60 endorsements
- Marketing & Social Media: 60+ endorsements
- Creative Strategy: 10 endorsements
- Adobe Suite (Photoshop, Illustrator, Premiere Pro, After Effects): Verified proficiency

## Education

### ***Bachelor of Fine Arts (BFA) – Digital Communication & Media/Multimedia***

Art Institute of Portland | 2005 – 2009