

Michael Alex Campbell

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PROFILE A lighting, show, and interactivity designer, integrating technology with entertainment experiences and systems.

- Experienced in leading multicultural teams of art and engineering backgrounds
- Strong ability to communicate and discover project needs
- Experienced in presenting ideas and experimental products
- Passion for making unique and creative experiences
- Focused on learning and creating new technologies

EDUCATION

Masters of Entertainment Technology, Carnegie Mellon University, Pittsburgh, PA *May 2010*
A professional program putting artists and technologists together in project-based learning environment in the entertainment industry
Focus: Lighting, Show Control, & Interactive Applications

Bachelors of Arts, Sociology, University of Florida, Gainesville, FL *May 2008*
Focus: Business and Social Conflicts

EMPLOYMENT

May 2010 – Current **New Technology Professional Intern** Walt Disney Parks and Resorts

- Assisted in improving the Medialon show control system of the New Technology Lab
- Scheduled and coordinated with contractors to install set pieces, electrical, and truss as needed
- Coordinated with Cast Members from other teams to ensure the lab components worked seamlessly and on schedule
- Assisted with daily IT tasks, automation, wiring, audio, video, and other technology integration
- Responsible for maintaining, focusing, and adjusting the lighting components in the lab

May 2005 – Sept 2008 **Sales and Support Professional** Terry Communications

- Responsible for data and cellular product sales, including discovering customer needs, placing orders, and assisting with customer solutions, setup, and training
- Worked as a consultant with customers to integrate their smart phone into their everyday life
- Recognized by Alltel and Sprint as one of top retailers with the lowest churn on smart phone devices

Aug 2001 – Aug 2008 **Head Photo / Pharmacy Technician** Walgreens

- Handled prescriptions and customer information accurately and professionally
- Trained employees on machine maintenance and chemical safety at the Walgreens Photo Lab
- Worked with the rest of the photo team to make the store one of the most profitable in the district

PROJECTS

Jan 2010 – May 2010 **Project Manager / Designer** Immersive Installations

The team developed, themed, designed, fabricated, operated, and struck a 3 day 1200 sq. ft. installation over 13 weeks. The two story exhibit showcased emerging technology, created by the team at Carnegie Mellon University's 2010 Spring Carnival.

- Personally rallied 9 colleagues to pitch the installation concept to the faculty at the ETC
- Managed the schedule of the team and maintained the big picture as the project evolved
- Managed fabrication and installed lighting, electrical, and pc/ peripheral communication and wiring
- Designed the show control system and designed the lighting of the installation
- Maintained communication with outside vendors and contacts to ensure team safety, assets, codes, and finances were properly handled

Oct 2009 – Dec 2009

Production Manager

Building Virtual Worlds Show

The Building Virtual Worlds Show is a mix live acting and music with virtual technology platforms, such as Head Mounted Displays and Trackers, Wiimotes, and Playmotion! to create a live interactive show with 1000 participants.

- Managed a 20 member production staff and 30 actors in the Building Virtual Worlds Show a CMU production started by Randy Pausch
- Oversaw all technical, financial, and logistical aspects of running the live performances in the theatre space

Sep 2009 – Dec 2009

Lighting Designer

Cultural Trust of Pittsburgh

The Pittsburgh Cultural Trust is a non-profit organization dedicated to the promotion and development of Pittsburgh's downtown Cultural District.

- Worked with the team to create a short term branding plan for using the district as a unique space using lighting and interactivity
- Designed an artistic addition concept for the new led light pole to be used in the city of Pittsburgh
- Responsible for programming a daylight simulation using RGB LED's and Python scripting

Aug 2009 – Dec 2009

Project Lead, System's Designer

Lockheed Martin

The semester focus was to deliver an inexpensive yet acceptable multi-modal and 360 degree camera system.

- Created a 360 degree camera system for under \$200 with a combined resolution of 30 megapixels
- Created the first 360 degree thermal image with a combined resolution of 70 megapixels
- Delivered data and design documents to Lockheed Martin concerning our camera research

Jan 2009 – May 2009

Project Lead, System's Designer

Fox Sports Pittsburgh

The team of six students created, designed, and built a high-resolution camera system that could photograph all of the guests at PNC Park home the of the Pittsburgh Pirates.

- Guided the team on photography techniques and equipment
- Led the creative process and software engineers on the project
- Managed the budget and the work flow
- Worked with the client representative and outside partners to deliver a working prototype

SOFTWARE & SKILLS

Proficient:

Carpentry, Prototype Fabrication, Medialon, AmBx, Obsession Console, Sony Vegas Pro, Adobe Premier, Final Cut Pro, Photoshop, Dreamweaver, ProTools, Soundbooth, Autolt, HTML, DMX Python Scripting, MS Office, VNC, A/V Wiring

Experienced with:

Illustrator, MySQL, AutoCAD, PHP, Flash, Python, Rigging