

Mike Ashton

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Professional Summary

Emmy award-winning Creative Director, Producer, and VFX Supervisor who has created live-action, animated, and immersive experiences with brands like Disney, TBS, FX, Fox Sports, Samsung, YouTube, Facebook, Oculus, Toyota, and Vice. Currently, a Creative Director at Bad Robot leading the development of an augmented reality product enabled by real-time rendering technology. Previously launched the digital division of Ashton Kutcher's Katalyst Media and worked on award-winning music videos for Usher, Katy Perry, and Kanye West.

Core Qualifications

- Creative and technical producer/director, skilled at conceptualizing and bringing to life content across a variety of mediums (live-action, animation, VR, AR) and platforms (digital, TV, film).
- Technical foundation in leading VFX/editorial software allows for creative troubleshooting throughout production.
- Known for quickly spotting and learning emerging technologies to both drive cutting-edge experiences, and create production efficiencies.

Experience

Bad Robot Productions | Jan 2019 – Present | Creative Director

JJ Abrams' production company

- Creative Director on a Bad Robot / Bad Robot Games "special project" which utilizes both augmented reality and real-time render technology to create an immersive viewing experience. Currently lead all elements of technical, creative, development, and partner management.
- Support Bad Robot's exploration of how game engine technology/AR can be used in TV, film, and live events.
- Created look development for animated shows/games/etc. for Bad Robot's production and games teams.

Waffle | 2016 – 2019 | Co-Founder/Producer/Chief Innovation Officer

Boutique animation studio/production company creating animated entertainment for digital, TV, and VR/AR

- Produced the animated show "Drifters" for FXX's half-hour short-form comedy block Cake.
- Oversaw the production of 25 episodes of the first-ever serialized animated VR show from development to publication; licensed content to Oculus, Facebook, YouTube, Within, Jaunt, Xiaomi/MiVR (China).
- Worked with writers and voice talent from Always Sunny in Philadelphia, VEEP, BoJack Horseman, Bob's Burgers.
- Led development of the Waffle App for Oculus, as well as the Waffle app for Xiaomi's MiVR.
- Waffle content has been viewed 3+ million times, 70,000+ engagements, 99% positive comments.

PAVR | 2015 – 2019 | Co-Founder/Producer/Chief Innovation Officer

Live-action VR studio that produces groundbreaking original and branded projects

- Emmy winner for "Outstanding Digital Innovation" for "A Royal Reality" with FS1. PAVR content has been viewed over 7+ million times; covered by Forbes, Recode, Adobe and more.
- Content premiered at the Sundance Film Festival (2016) as part of Samsung's VR showcase.

Freelance Directing & VFX | 2010 – 2015 |

Freelance director, VFX supervisor, and artist across film, TV, and digital

- VFX Artist/Supervisor for award-winning music videos: Usher's "DJ Got Us Fallin In Love", Katy Perry's "E.T."
- VFX artist on films "Soul Surfer" (2011), "Burnt" (2015), "Shark Night 3D" (2011), and TV shows "The Mentalist", "Two Broke Girls", Morgan Freeman's "Through The Wormhole", and PBS' "In Their Own Words".
- Directed commercials for Quiznos and Magic The Gathering, a TV comedy special, and a series for Machinima.
- Wrote, produced, directed short films "Lazy Teenage Superheroes" and "The Fundamental Guide To Kicking Ass."

Scarecrow VFX | Adviser | 2011 - 2014

Cloud-based visual effects company built to support small and medium-scale filmmakers and productions globally

- Advised the CEO and technical team on software development and workflow operations.
- Found and worked with VFX artists and teams to integrate into the system and work cohesively.

Katalyst Media | Head of New Media | 2007 – 2010

Ashton Kutcher's production company, named by Fast Company as one of the "Most Influential Companies" in 2010

- Supported all in-house digital needs for TV and film projects produced by Katalyst.
- Developed and directed original content for Katalyst Digital.
- Supported Ashton's strategy to be the "First to a Million" on Twitter.

Education

Brown University (2006)
Cognitive Science / Visual Arts
D1 Wrestler

Software: After Effects, Cinema 4D, Octane, Photoshop, Lightroom, Adobe Suite, Boujou, Mocha

Technical Post Production Skills: Compositing, 2D/3D Tracking, Motion Graphics, Adobe Particle Systems, Color Correction, Editing, 360 Stitching