

MICHAEL DAUBERT/ Creative Director

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Professional Summary

Visionary leader in game development, brand strategy, and interactive storytelling across emerging platforms. Passionate about world-building, innovative design, and cutting-edge technology, balancing artistic vision with production realities. Skilled in IP development, pitching, and leading multidisciplinary teams from concept to launch. Proven ability to drive innovation, build global partnerships, and optimize production pipelines, delivering standout entertainment that captivates audiences.

Game Titles

Primal Hunt (VR, Roblox), **Final Assault** (VR), **Twisted Arrow** (VR), **Final Approach** (VR), **DC Universe Online** (PC, PS3), **Star Wars Galaxies** (PC), **South Park** (N64), **NFL Quarterback Club** (N64), **Turok: Dinosaur Hunter** (N64), **Batman Arcade** (Arcade)

Core Skills & Expertise

- Creative Leadership & Team Management – Define and execute creative vision, leading teams of 30+. Shipped 10+ titles from concept to completion.
 - Gameplay Systems & Mechanics – Design core gameplay loops, player progression, and dynamic systems for engagement and replayability.
 - Interactive & Emerging Tech – Expertise in VR, AR, and AI integration, leveraging new technologies. Launched 5 VR titles on HTC, Quest, and PlayStation.
 - Narrative & World-Building – Develop immersive worlds, rich lore, and environmental storytelling to enhance player engagement.
 - Brand & Partner Collaboration – Ensure brand authenticity and seamless integration, collaborating on *DC Universe Online* and *Star Wars Galaxies*.
 - Creative Operations & Workflow – Optimize processes, implement modern workflows, and integrate AI-driven tools for efficiency and scalability.
 - Marketing & Communication – Align creative direction with business goals, ensuring strong brand messaging, storytelling, and audience engagement.
 - Stakeholder & Industry Engagement – Pitch concepts, present ideas, and collaborate with top partners. Speaker at E3, Comic-Con, and GDC.
 - Outsourcing & Vendor Management – Skilled in sourcing, negotiating, and managing external vendors, artists, and studios.
 - Technical Skills & Software – Proficient in Unity, Unreal, and Roblox; skilled in Photoshop, Premiere Pro, After Effects, animation, FX, video editing, and UI/Audio design.
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Professional Experience

Creative/Game Director / Co-Founder

Phaser Lock Interactive | Austin, TX | 2015 – 2024

- Co-founded the studio, scaling the team from 3 to 22 developers within the first three years while maintaining a high standard for innovation and storytelling.
 - Designed, directed, and produced five (5) immersive games, overseeing core mechanics, game loops, world-building, UI/UX, and combat balancing.
 - Creation of engaging user flows, wireframes, prototypes, and final designs.
 - Developed comprehensive design documentation, detailing gameplay mechanics, storytelling, and player progression to ensure seamless execution.
 - Crafted and presented pitch decks for original games to large IP holders including Lucasfilm, Sega, Sony, and Valve.
 - Secured over \$8 million in funding through strategic partnerships with Oculus, HTC, PlayStation, Pico, Valve, and Roblox.
 - Innovated VR gameplay mechanics, including spatial navigation, AI-driven unit control, and dynamic combat strategies.
 - Led development of VR multiplayer and ESORT mechanics, ensuring smooth cooperative and competitive play experiences.
 - Managed production roadmaps, budgets, and staffing to align development efforts with market trends and player demand.
 - Showcased projects at global industry events, including E3, GDC, PAX, and Tokyo Game Show (PlayStation Booth feature).
 - Directed marketing initiatives, leading branding, promotional content, and high-impact trailer development.
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Creative Director / General Manager

Motus Digital – Motion Capture Studio | Dallas, TX | 2011 – 2013

- Led motion capture production pipelines, ensuring high-quality real-time animation and digital performance capture.
 - Directed art teams and grew the studio's creative team by 50% in the first year through mentorship and structured training programs.
 - Collaborated with the engineering team to develop cutting-edge animation and motion capture techniques, pushing the boundaries of character realism and elevating digital storytelling.
 - Created and launched original IPs, including ElfHotline.com, LarryTheZombie.com, and PartyCrashers.com, showcasing the studio's live animation capabilities.
 - Tripled annual revenue from 2011 to 2012 by securing high-profile clients and optimizing project workflows.
 - Supervised facial animation and full-body motion capture, ensuring seamless integration into interactive media projects.
 - Led rebranding efforts and implemented CRM strategies, boosting studio visibility and expanding its client base by 2x in the first 6 months.
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Studio Art Director

Sony Online Entertainment | Austin, TX | 2007 – 2011

- Managed budgets and production plans across multiple studio locations, overseeing staffing, scheduling, and outsourcing pipelines to keep projects running smoothly.
 - Upheld exceptional artistic standards across all internal projects by developing and enforcing artistic guidelines and best practices to streamline workflows and maintain a high-quality bar across all assets.
 - Presented production strategies to upper management, providing detailed breakdowns of budgets, schedules, staffing needs, and artistic benchmarks.
 - Recruited, trained, and mentored art teams, growing the team by over 45% in the first year and helping artists develop into industry leaders while ensuring projects met their creative potential.
 - With core team, developed outsourcing pipelines that were later implemented across all Sony Online Entertainment (SOE) studios, streamlining asset production by over 30% while maintaining quality and budget.
 - Collaborated with the Marketing team to establish the DC Universe Online brand and style guide, ensuring consistency across all marketing materials, cinematics, and scripted sequences for both in-game and pre-rendered cut scenes.
 - Ensured brand consistency with SOE, DC, and Warner Bros., holding weekly check-ins to align vision and maintain quality across all creative assets.
 - Represented SOE & DC Universe Online at industry events, speaking on panels at E3, Comic-Con, and other conferences, keeping the game visible and relevant.
 - Conducted regular market research and competitive analysis to identify emerging industry trends, ensuring projects remained innovative and aligned with player expectations
 - Hands-on artistic contributions included directing over 45 minutes of animated motion comics, developing UI pipelines and style guides, and collaborating with Blur Studios to create 8+ minutes of high-quality rendered cinematics that met stakeholder expectations.
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CEO / Studio Director

The Animation Farm – Animation Outsourcing Studio | Austin, TX | 2002 – 2007

- Managed global outsourcing pipelines, coordinating teams across multiple external studios to meet project deadlines.
- Led contract negotiations, budgeting, and client relations, securing long-term partnerships with major publishers and vendors.
- Implemented CRM tracking and marketing pipelines, increasing annual revenue by over 40%.
- Supervised a team of full-time and freelance artists, ensuring high-quality asset creation for major projects.
- Developed workflow solutions for tight production schedules, optimizing animation pipelines for AAA titles.
- Standardized best practices and documentation, ensuring efficiency across teams and reducing iteration time
- Contributed to over 30 major games, including Gears of War, Unreal Tournament 2004, Epic Mickey, Pirates of the Caribbean, Wizards101, and Darksiders.

Senior Animator / Modeler / FX Artist

Acclaim Studios | Austin, TX | 1993 – 2002

- VEXX (Xbox, PlayStation 2, GameCube) – Senior Animator/Modeler
 - Created high-quality character models, rigs, and animations for in-game cinematics and environments.
- Turok Rage Wars (Nintendo 64) – Art Director
 - Led a 15-person art team, overseeing scheduling, training, and production workflows.
 - Developed in-game assets and visual effects, refining animation quality for an engaging player experience.
- South Park (Nintendo 64, PC) – Senior Animator/Modeler
 - Designed and animated in-game characters and cinematic cutscenes.
- Batman (Arcade, PC) – Animator/Modeler
 - Modeled, rigged, and animated iconic Batman characters.

Honors & Awards

- NYX Best PSVR Game (2021) – Final Assault
- Forbes Best PC VR Game (2020) – Final Assault
- World Cyber Games Official Title (2019) – Final Assault
- PAX West Best 10 Indie Game (2019)
- Oculus Connect, PAX, and GDC Featured Games

Education

- Animation Mentor and Ianimate-3d Animation
- Minnesota Schools of Communication Art- 3d Art/Animation
- Southern Illinois Carbondale-Film Video Production
- Madsion Area Technical College- Commercial/Advertising Art