

ROBB HART



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SKILLS

- Problem Solving
- Creative Direction
- Team Building / Leadership
- Visual Effects Supervision
- Storytelling / Screenwriting
- Budgeting / Scheduling
- Contracts and Negotiations
- Technology integration
- Producing / Directing
- Location / Studio shooting
- AR, XR, Virtual production
- Editorial - Adobe Creative Suite
- Finishing and Visual Effects pipelines
- Audio, Supervision
- Word, Excel
- Hiring. Identifying vendors
- Pitching / Proposal writing
- Digital Media Optimization
- Brand development
- Deadline-driven

EDUCATION

St Martins School of Art
London, UK
BA (Hons) Graphic Design

Camden Art Center
London, UK
Pre-Foundation Course

University College School
London, UK
Secondary education

PROFESSIONAL SUMMARY

Innovative Producer/Director with many years of experience in all aspects of film & video production. Leader, creator, producer, director, editor, storyteller, and manager with demonstrated ability to take an idea from concept to screen, delivering entertaining and compelling content in the process while staying on schedule and budget.

CAREER GOAL

Senior position in a collaborative environment that can benefit from a specific set of skills and expertise gained over an amazing career!

WORK HISTORY

MBA - AR / XR Video - Freelance Director

Irvine, CA • 08/2020 - present

- Virtual production projects for Hyundai, Kia and Honda.
- Pioneered techniques, invented new processes, and fell in love with the future of filmmaking.

VFXLA - Cloud based VFX - Owner

Los Angeles, CA • 08/2019 - present

- Launched a video retouching service for Film, TV, and Web video.

An Ideal World - Production & Post - Executive Producer

Santa Ana, CA • 08/1997 - 07/2019

- Created content for film, broadcast, online video, websites, social media, theme parks, stage, and trade shows.
- Pitched and awarded high-profile accounts including: Korbel Champagne, Paul Mitchell, and Kingston Technologies.
- Increased sales for clients up to 200% with campaigns created.
- Developed lucrative titles; training videos for Paul Mitchell Schools grossed over \$20 million.
- Managed budgets from \$5K to \$1 million.
- Directed 'A' list talent including Liam Neeson, and Christopher Plummer.
- **Advertising Agencies:** alPunto, Amusement Park/DGWB, Ayzenberg, Blue C Advertising, Casanova Pendrill, GKC, HBRA, Innocean, Lopez Negrete Communications, Saatchi & Saatchi LA, Truth, Y&R.
- **Brands:** Acura, Airwalk, Bosch, CHOC, Daisy, Hilton, Honda, Hyundai, Kia, Lincoln, Mattel, Mercedes, Ringling Brothers, Samsung, Subaru, Toshiba, Wienerschnitzel.
- **Direct Clients:** Disney, Foundation 9, Interplay, Kingston Technology, Korbel, Oakley, Mothers Polishes & Waxes, and Paul Mitchell Schools.

IMMIGRATION STATUS

British Citizen
Permanent US Resident

BEYOND WORK

- Novel Writing
- Photography
- Drawing
- Audiobooks
- Travel
- Cooking
- Cinema
- Ballet
- Concerts
- Swimming
- Kayaking

LANGUAGES

- British English (Primary)
- French (Basic)

Virgin Interactive - Video Games - Director of Digital Video

Irvine, CA • 12/1993 - 08/1997

- Designed and commissioned in-house post-production unit and green screen stage.
- Co-ordinated production and editing for in-game video and marketing promotions.
- Led a team of 20 composers, editors, 3D and 2D artists.
- Worked with John Carpenter, Clive Barker, and Christopher Lloyd.

The Children's Channel - Satellite TV - Head of Production

London, UK • 07/1988 - 12/1993

- Member of the senior management group.
- Negotiated facility contracts, sponsorship deals with Hasbro and Nintendo.
- Executive Producer / Show Runner for up to 10 concurrent productions.
- Invented the green leotard for puppeteers.

MTV Europe - Satellite TV - Producer / Director

London, UK • 06/1987 - 07/1988

- Headhunted to launch the channel.
- Oversaw the \$5 million contract for construction of studio and transmission facility.
- Hired the camera crew, and cast the VJs.
- The original producer of 'Yo!' which started in London before moving to the United States as 'Yo! MTV raps'.

Channel 4 - Broadcast TV - Assistant Director / Editor

London, UK • 10/1982 - 03/1984

- Filmed in 10 countries for documentary series on human survival.

Thames TV- Broadcast TV - Assistant Editor

London, UK • 12/1979 - 09/1982

- Edited 16 mm & 35mm for children's shows, drama, and current affairs.
- Smuggled money and film into Argentina during Falklands war.

AFFILIATIONS

- VES (Visual Effects Society) member
- President of the AAF OC, 05/2015 - 08/2017 (American Advertising Foundation, Orange County)

AWARDS

- New York Festivals - Short Documentary
- Belding Bowl
- Telly Awards - 6 Bronze - 1 Silver
- Addy Awards - 4 Bronze - 5 Silver - 1 Gold