

Mike Maxwell

Creative Director

Profile

Mike is a very experienced live action film director having worked on a range of projects from TV commercials, music videos and corporate films to TV titles features shot both on both Video (digital-HD) and Film - (16/super16/35mm). He has a complete understanding of the shooting process, scripting and storyboarding. He is an expert at postproduction and shooting for digital effects including blue/green/grey screen production. A huge part of his dept of knowledge comes from 4 years of running a postproduction company. He is very Senior Motion Graphics Designer but also a strong Editor with a thorough knowledge of all current non-linear editing techniques and sound post processing. With over 10 years off-line editing experience when directing, he normally off-lines his own work.

Recent Clients

The Edge Picture Company, M&C Saatchi, VCCP, Kream, Whitecoat, Unit, Pretzel, Salt.

Skills

Pitching, Storyboarding, Directing, Motion Graphics, 2d Design, 3d Design, Shooting, Compositing, Animation, Illustration, Editing.

Software

Freehand, Flash, After Effects and all major plug ins, Illustrator, Photoshop, Premier, C4d, Final Cut Pro, Avid.

Professional Experience

Product Branding / Campaigns

Coca Cola / Chivas / Nintendo / Cadbury's – Stars and Stripes / McLaren / Microsoft / 02 / Nintendo / Mecca Bingo / Dove / Virgin / Dunhill / Nokia

Commercials

Motorola 'Wind Up' / Hampton Court Flower Show / Nintendo / Capital Radio / Mecca Bingo

Corporate

Adidas / Balfour Beatty / Guinness / L'Oreal / Motorola / HSBC / Network Rail / MTV / Visa / EPK / DTI / Swiss-Re / Price Waterhouse Coopers / ABN-AMBRO / KRN / Aviva

Promos / Title Sequences / Idents

Dancing in the Street – BBC / Sports Relief – BBC / When Will I be Famous – BBC / Friday Nights Jonathon Ross – BBC / Joseph Any Dream Will Do – BBC / Women's World cup- Match of the Day – BBC / Happy Birthday Brucie! – BBC / Red Nose day – BBC / Connections III – Discovery Channel / Into the Unknown - National Geographic Channel / Chantelle's Dream Date – C4 / Sing it Back – ITV / Ant+Dec beat the boys extreme – ITV / Hell's Kitchen – ITV / We will rock you - C5 / Britain's Missing Next top Model – UK Living / Argumental – Dave / Fiver world - FIVER / Storybook moments - Discovery Network

Channel Branding

Jetix / AXN

Video Games

Virgin interactive – Heist / Viva Soccer and Synchronised / Entara / Jakers! World

Promos

Topshop / Vodaphone / ESA - On line content / Vodaphone

Music Videos

Silver Bullet - Undercover Anarchists [EMI] / Earthquake - Last Recourse [EXP] /
Malcolm McLaren - Buffalo Girls Stampede [Virgin EMI] / Silver Bullet - Undercover Anarchists [EMI]

Design History

2009 – Current	Freelance Motion Designer / Creative Director
2006 - 2009	Senior Designer, Jump Design and Direction
2004 – 2006	Freelance Motion Designer & Director
2001 – 2004	Creative Director, Algorithm
1997 – 2001	Creative Director, Digital Arts