

MIKE RUSSEK

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[LinkedIn Profile](#)

PROFILE: Imaginative, entrepreneurial creative director who makes the fantastic feasible. Inspired, quick-witted designer who conceptualizes and produces clever and unique solutions to brand, marketing and presentation challenges. Decisive project manager who delivers results that exceed expectations. Persuasive and collaborative partner to clients. Motivating team leader who inspires loyalty by respecting individual expertise and talent.

EXPERIENCE

JUST CUT IT OUT, Los Angeles, CA

07/16 – present

Founder

Launched company specializing in high-quality laser cutting and etching for small and large clients, using a variety of materials from wood to glass and metal. Cut intricate patterns, and produce custom inlays and designs.

1028 DESIGNS, LLC, Los Angeles, CA

10/08 – 07/16

Founder, CEO & Creative Director

Led company that designed and produced one-of-a-kind fabrications for broad range of clients including eBay, Panasonic, Tesla and Sungevity. Met with clients, pitched unique and clever solutions, produced detailed project budgets, designed projects, oversaw the build and logistics, and performed continuous quality control to ensure meticulous, high-definition execution. Conducted R&D and proof of concept for one-of-a-kind projects.

- Grew company from one laser cutter in a home basement to having an 8,000 sq. ft. warehouse with several laser cutters and mills. Assembled and collaborated with a highly-skilled team of 3D CAD designers, technicians, animators, lighting specialists, and builders.
- Designed and oversaw build of never-before-seen ideas for projects ranging from interactive trade show booths, custom projection-mapped structures, laser-cut logos and packaging to corporate art, fine furniture products, sculpture installations, and immersive and connected entertainment experiences.
- Exceeded client expectations by drawing on knowledge of building materials, technology and creative processes to design and deliver clever solutions to client's initial need.
- Developed processes for detailed, intricate wood inlay and for etching glass.
- Created a design framework that involved designing components of a project so they would fit together like a kit, thereby facilitating site installations.
- Secured new clients purely through referrals.
- Crafted 1028 Designs brand identity, logo and website design.

Sample Projects

eBay Magento: Designed and produced massive (22' x 65') projection-mapped complex-shaped stages for Imagine 2014 and 2014 conferences attended by 3000+ people.

Panasonic: Crafted 6 life-size structures mimicking Panasonic's latest tablet, installing them on the W Hotel roof as entrances to showcase spaces. Laser cut, etched and edge-lit plexiglass signs for each space.

Skrillex: Built 13' x 26' 3-dimensional set for well-known music producer for 48-stop tour across the US, collaborating with 3D designer, projection mapping company, and image/content provider.

Tesla: Conceived and produced interactive kiosk showing real-time pseudo X-ray views of the Tesla's mechanics and construction that then allowed viewers to click for more information.

TheAmericano: Designed custom inlaid and etched wooden beer boards for Los Angeles restaurant, with removable brass labels to allow serving of different beer flights.

10th and Wood Restaurant: Created sculpture-inspired logo, brand, and interior design for Oakland, CA restaurant.

Project Lambda's Jetpack: Designed and built trade show booth with 8 iPad stations to showcase the company's new first-class digital concierge service; also created meeting space within booth.

Synn Labs: Designed and built the colossal Choctabulator machine to celebrate Wonka's Golden Ticket promotion, on display at NYC's Times Square Toys R Us.

Midi Controllers: Designed and built custom Midi controllers for music producers, from laser-cut wood and wood inlays.

Sire's Crown Eyeglasses: Developed method for cutting exotic wood veneer glass and sunglass frames, and collaborated on design of new pieces. Crafted art-inspired display cases.

Sungevity: Turned solar corporation's logo into a solar-powered, interactive art piece for their headquarters and an art show focused on renewable resources and sustainable design.

Cyrle Artist Collective: Laser-cut, etched, milled, finished and assembled intricate sculptures and lenticular brass knuckles conceived of by artists, for Organized Chaos art show.

Fractoid Sculpture: Collaborated with Colombian artist to create an interactive kinetic projection-mapped sculpture that toured country at festivals including SXSW, Lightening in a Bottle, and Euphoria.

RUSSEK DESIGN, Los Angeles, CA 2003 – 2008

Founder & Designer

Started company to solve design and fabrication challenges for commercial businesses. Brought ideas from napkin to reality. Clients included:

- **Gramicci:** Built one-of-a-kind trade show booth for outdoor clothing company, using only recycled materials. Resulting booth was on cover of *Outdoor Retail Trader* magazine and won Best of Booth award.
- **Smirnoff:** Created 15 6'x2' geometric structures shipped all over the globe for a projection mapping marketing project.

MR. HANDYMAN, Los Angeles, CA 2003

Remodeler / Handyman

Remodeled commercial and residential spaces.

IGS, Burbank, CA 2001 – 2002

Scenic Painter

ART & COMMUNITY WORK

SCULPTOR 1990 – present

Create distinctive works in wood, metal, glass, and other materials, often incorporating digital technology, lighting, interactive elements, and projection mapping. Collaborate with other artists to realize shared vision.

SECOND THOUGHT, Los Angeles, CA 11/15 – present

Founder

Developed concept to encourage smart design and construction of stage sets, temporary office installations, and conference platform and venue builds to enable the materials to be reused by schools, low-income housing developers, and non-profit organizations as furniture and office materials.

DIALECT GALLERY, Los Angeles, CA 2011 – 2013

Founder/Owner

Founded gallery featuring downtown artists. Selected art and curated shows. Gallery became part of the Downtown Art Walk.

TRANSPORT GALLERY, Los Angeles, CA 2001 – 2006

Founder/Owner

Launched a new gallery in Arts District, with monthly shows featuring emerging artists from Los Angeles, and mobile art galleries at various festivals. Created brand, designed logo, and managed website.

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART, Baltimore, MD. MFA in Sculpture, 2001

VIRGINIA COMMONWEALTH UNIVERSITY, Richmond, VA. BFA in Sculpture, 1999