MICHELLE TASIC

SENIOR CREATIVE DIRECTOR / EXPERIENTIAL / CINEMATIC WORLDBUILDING / HUMAN-LED AI

Johannesburg / Remote / Global
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EXECUTIVE SUMMARY

Senior creative leader with 17+ years across experiential concept development, AAA games, feature-film previsualisation, broadcast and digital content. I lead ambitious ideas from proposition and story architecture through visual development, stakeholder alignment and production-aware systems. My approach combines cinematic craft, operational clarity and human-led use of AI.

SELECTED IMPACT

17+ YEARS Across entertainment, broadcast, digital content and emerging technology	**10+ CREATIVES** Led across multidisciplinary broadcast, digital and production work
100+ EPISODES Created and directed for Lions4Life / SuperSport	**KSA + UAE** Recent destination concept development with HQ Worldwide Shows

CORE CAPABILITIES

- Creative direction, concept development and pitch architecture
- Cinematic storyboarding, previsualisation, motion and VFX integration
- Content formats, cross-channel strategy and creative operations
- Experiential narrative, guest journeys and storyworld systems
- Human-led AI visual development and executive presentation
- Team leadership, budgets, schedules and stakeholder alignment

PROFESSIONAL EXPERIENCE

2026

Creative Development / Experience Architecture / AI Visual Direction

HQ Worldwide Shows

- Developed cinematic guest-journey and event-narrative concepts for Qiddiya Winter Season and Guggenheim Abu Dhabi work with HQ Worldwide Shows.
- Directed AI-assisted visual development to explore scale, atmosphere, arrival, ceremony and day-to-night continuity.
- Organised the visual development into presentation systems for stakeholder and production discussion.

2023-Present

Independent Creative R&D / AI-Assisted Visual Development

Independent / Johannesburg

Developed self-initiated cinematic previsualisation, visual-development and motion workflows exploring human-led use of generative tools alongside postgraduate research.

2020-2022

Creative & Social Media Director

TPN Credit Bureau / Johannesburg

Led digital strategy, established an in-house livestream studio and mentored a cross-functional team. Doubled YouTube engagement within six months and grew social audiences by approximately 200%.

PROFESSIONAL EXPERIENCE / CONTINUED

2009-2020

Co-founder & Creative Director

GreenSmile Productions / Johannesburg

Led concept, production and post-production for broadcast and digital originals. Managed 10+ creatives, budgets, schedules and sponsorship integration. Created and directed more than 100 Lions4Life episodes.

2009

Previsualisation Artist - Contract

Marvel Studios / Los Angeles

Worked within the Iron Man 2 previsualisation pipeline, developing action blocking, camera choreography and sequence timing through iterative creative feedback.

2005-2008

Cinematic & Storyboard Artist

Electronic Arts / Los Angeles

Contributed cinematic and storyboard development, narrative beats, cutscene or trailer work, and VFX, GUI and HUD elements for Command & Conquer 3: Tiberium Wars (2007); created environment concepts and matte-painting guides for The Lord of the Rings: The Battle for Middle-earth II (2006).

SELECTED STUDIOS, PROJECTS & ORGANISATIONS

Studios and organisations: HQ Worldwide Shows / Electronic Arts / Marvel Studios / SuperSport / TPN Credit Bureau / GreenSmile Productions
Selected project work via HQ Worldwide Shows: Qiddiya Winter Season / Guggenheim Abu Dhabi

EDUCATION

2025

MA Philosophy

University of the Witwatersrand / Research interests include AI ethics and Philosophy of Mind

2018

Honours, Philosophy

University of the Witwatersrand

2005

BA Digital Media (Hons)

Otis College of Art and Design / Graduated with Honours and Dean's List / Ben Maltz Scholarship recipient

VERIFIED TOOLS AND TRAINING

Adobe Premiere Pro / After Effects / Photoshop / Illustrator / MotionBuilder / Final Cut Pro / Midjourney / Runway / Adobe Firefly / Google Flow / ChatGPT

Apple Certified Pro - Final Cut Pro L1 & L2 / Adobe Certified Associate / Concept Design Academy - Analytical Drawing & Visual Storytelling

Portfolio case-study imagery is labelled by provenance. Historical roles are presented without title inflation.