

Mail: mail@mike-tucker.com

Website: mike-tucker.com

Location: New York, NY

2015 - 2018: Magic Leap - Interactive Art Director / Tech Lead

Creating experiences unique to the emerging Mixed Reality medium.

2011 - 2014: Universal Everything - Interactive Director

Blending art and design with interactive art installations and apps.

2009 - 2011: Hi-ReS! - Web Developer / Designer

Creating experiential Flash websites for major brands.

2003 - 2007: VCU Student - Graphic Design & Fine Arts

Learning the foundations of Arts, Design, Philosophy, Economics, and Psych.

SPEAKING / LECTURES .

2014: [Push Conference](#), Munich, Germany

How to be a creative coder without losing your soul.

2014: [Redefine Conference](#), Budapest, Hungary

The creation of Polyfauna with Radiohead

2014: [Meteor Workshop](#), London, UK

Building the collaborative art installation called Together

2013: [Bartlett Plexus](#), London, UK

Sharing the process behind the work of studio Universal Everything

2013: [INST-INT Festival](#), Minneapolis, US

Biomorphism. How does one evoke connection and empathy in the virtual?

2013: [Resonate Design Festival](#), Belgrade

Creating audio-reactive show visuals with the record label Numbers.

2011: [Goldsmiths University](#), London, UK

The importance of both the design and development career paths.

2010: [Bauhaus University](#), Weimar, Germany

Designing with code.

SELECTED WORKS

MIKE-TUCKER.COM ----- FREELANCE -- 2007 - 2015

- + **Kanye West: Only One** - Interactive Music Video
With the uber-talented crew at Encyclopedia Pictura
Details: <http://encyclopediapictura.com/kanye-west/>
Medium: Android, iPad and iPhone
Role: Interactive Director, Lead Developer
- + **Tana Pura** - Interactive VR Film with Radiohead's Jonny Greenwood
Trailer: <https://www.youtube.com/watch?v=viTKdk4cQ0o>
Details: <http://devpost.com/software/tana-pura>
Medium: Oculus Rift, GearVR
Role: Creator, Director, Developer
- + **Diesel: Time Travel** - 3D timeline of your Facebook history
Live: <http://diesel.com/timetravel/>
Medium: WebGL, HTML5 interactive experience
Role: Sole Developer / Interactive Director

UNIVERSAL EVERYTHING ----- INTERACTIVE DIRECTOR -- 2011 - 2014

Working with everything from pencils to generative design, Universal Everything is at the crossover between art and design, with commissions from 3D printing to video walls.

- + **Radiohead: PolyFauna** - An immersive, evolving audio-visual world.
Version 2: <https://vimeo.com/106160168>
Version 1: <http://youtu.be/vYwbQ6MxQZI>
Medium: iPhone, iPad, Android, and Desktop applications
Role: Sole Developer, Designer
- + **Together**: A crowd-sourced animation installation
Trailer: <https://vimeo.com/106589895>
Medium: Web, iOS, Android
Role: Sole Developer, Designer
- + **Microsoft Infinity Room** - Multimedia mirror room experience.
Trailer: <https://vimeo.com/95136221>
Medium: Installation (Unity desktop application)
Role: Designer, Editor, Animator, Sole Developer
- + **Media Space** - Interactive Exhibition at the Science Museum in London
Trailer: <http://youtu.be/gX0JoXI6EB8>
Medium: Projection-based installation, iPhone & Android app, website
Role: Tech Director, Lead Developer
- + **Intel: Gliders** - Interactive showroom installation
Behind the Scenes: <http://youtu.be/w4y7BdrmwEU>
Medium: Installation, Multitouch app for Windows 8 Ultrabooks
Role: Tech Director, Lead Developer
- + **Nike: Flyknit** - Abstract wall installation
Trailer: <http://youtu.be/6AnXMJNcIFw>
Medium: Interactive installation using Kinect
Role: Lead Developer, Designer

WIEDEN + KENNEDY ----- SENIOR CREATIVE TECHNOLOGIST -- 2011

Wieden + Kennedy London is an independent, creatively led communications company.

- + **Honda Civic: Off The Grid.** An interactive 360 video experience
Trailer: <http://youtu.be/Jqu3jSi7cFY>
Medium: Immersive website for desktops
Role: Tech Direction, prototyping
- + **Honda Civic: The Experiment.** A window-based HTML5 game
Trailer: <https://youtu.be/p6sqQ7YjySI>
Medium: Immersive website for desktops
Role: Tech & Creative Direction, prototyping

HI-RES! LONDON ----- SENIOR DESIGNER / DEVELOPER -- 2009 - 2011

Hi-ReS! is an award winning design consultancy, operating on the simple principle that work should be fun for the result to be good.

- + **Hyundai i40: Light Reveal** - Experimental car reveal through installation
Behind the Scenes: <http://youtu.be/bUx9AE0UQTg>
Medium: Installation, website
Role: Lead Developer
- + **Doritos: Late Night starring Rihanna** - Immersive site music video
Documentation: <http://youtu.be/sEISfZVNvB4>
Medium: Flash website
Role: Developer of 360 degree video player
- + **The Economist: Thinking Space** - 3D Interactive sculpture
Website: <http://thinkingspace.economist.com/2009/>
App: <https://itunes.com/apps/the-economist-thinking-spaces>
Medium: Flash website, iOS app
Role: Lead Developer / Designer

WAY BACK

2008 - 2009: HUGO & MARIE

Represented by Hugo & Marie as a Freelance Interactive Director

2007 - 2008: SYRUP NYC - Designer / Developer

Interactive designer and developer, building websites in Flash.

2005 - 2006: BIG SPACESHIP - Junior Designer / Developer

First job in the field, usually building websites in Flash.