

Mia Roe

Creative Director

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Creative Director for Shawn Wasabi, Big Bang, Lady Gaga, Nicki Minaj, Jon Platt, Sylvia Rhone, and other A-list artists and executives. Specializing in progressive, creative direction, visual branding, artist development, and creative management. Artistic and innovative expert in creative production, live performance, tour development, and brand evolution.

Competencies

Creative Direction | Brand Development | Entrepreneurial Team Building | Visionary Leadership | Innovative Tastemaker | Creative Critical Perspective | Interpersonal Communication | Project Management | Project Implementation | Production Management

Experience

Optune Creative | Los Angeles, CA | 2011 – Present

Visual branding company focused on creative production, direction, and development for music and entertainment clients.

Founder + Creative Director

Directed the creative strategy and execution for multiple recording artist brands. Focused on national and international concert tours, music videos, photoshoots, film shoots, live and recorded performances for Grammy Awards, American Music Awards, The Tonight Show, The Ellen Show, The Today Show, ABC, and HBO. Partnered with labels, management, and producers to direct visual brands for legendary talent and top-tier executives. Promoted creative perspective and actively contributed to a culture of innovation, industry excellence, image consistency, and brand accountability.

- **900M+ YouTube views** attained by working closely with artists and labels to ensure successful artist imaging; curated treatments for review by artist, management, and key label staff.
- **Delivered on \$10M music video budgets** while overseeing all phases of creative work from concept through production while developing creative work of the highest caliber; managed budgets and timely delivery of final products.
- **\$329M in tour revenue** earned by successfully executing creative direction for national and international tours; mentored under Laurieann Gibson as the Assistant Creative Director for Boomkack Worldwide.

Apartment 9 Productions | Los Angeles, CA | 2009 – 2017

Creative direction and production for the nightlife and event industry.

Founder + Creative Director

Developed, implemented, and drove the visual direction and creative brand development for LA & Las Vegas' luxury nightclubs, including Delilah, Bootsy Bellows, Voyeur, Hyde Bellagio, Poppy, LIFE, and Greystone Manor. Mentored a creative team including two producers, eight directors, and ~70 entertainers responsible for executing experiential events.

- **\$6M revenue** reached by conceiving and creating experience-oriented design solutions that fulfilled strategic business objectives; opened the SLS Hotel in Las Vegas with an \$800,000 budget.
- **Named nightclub of the year multiple times** by conducting ongoing brand and market research to present to company executives; articulated and defended conceptual and directional choices.
- **800% company expansion** earned by providing proposals and creative strategies that took brands to the next level; grew the client roster from one venue with five weekly events to ten venues with 50 weekly simultaneous events.

Career Note: See a complete list of projects, including **Lady Gaga's "Judas"** music video and **Nicki Minaj's "Pink Print"** international tour footage at www.optunecreative.com.

Education

Bachelor of Arts, Fashion Design, Otis College of Art & Design, Los Angeles