MICHAEL McROBERTS

Creative Designer & Founder — digital products, brands, characters & books

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CREATIVE SUMMARY

Independent creative designer and founder who takes ideas all the way from a blank page to a launched product. I design and build digital products, brand identity systems, 3D characters, book covers, websites, and web apps — then I run the businesses behind them. Founder of ENJOYCULTURE MM2, LLC (August 2024) and the Nevaeh Creator Network (a 31-creator TikTok LIVE agency approved in eight markets). Creator of Nova Studio, a launched AI film-creation product, and author-designer of a 21-title book catalog. Everything in my portfolio was designed, built, and shipped by me.

SELECTED CREATIVE WORK

Creator & Designer — Nova Studio (Synthetic Intelligence)

Live product, launched October 2026 — nova.michaelmcroberts.com

- Designed and built a complete AI film-creation product: 15 creative tools (screenwriting, image and scene generation, voice, music, posters, world building), credit system, partner invite program, and a full public website.
- Created Nova, the product's face: character design, brand identity, and three cinematic commercials I wrote, produced, and published across YouTube, TikTok, Instagram, and Facebook.

Founder & Creative Director — Nevaeh Creator Network

TikTok LIVE agency, founded 2024 — @nevaehagency (5.6K followers)

- Designed the network's black-and-gold brand identity and applied it across website, community app, banners, and social channels.
- Run a 31-creator roster approved in eight TikTok LIVE markets; recruit, onboard, and manage creators and a multi-region manager team.
- Designed and launched the Nevaeh community Hub web app (member sign-up, messaging, community features) in September 2026.

Author & Cover Designer — 21-title catalog, Amazon KDP

Published author — michaelmcroberts.com

- Write and design every book in a 21-title catalog — covers built to read at thumbnail size and hold together as one family.
- HOUSE OF MIRAGE (novel) published on Amazon KDP in November 2026 — ebook and paperback live, hardcover in review; THE NEXT VERSION OF YOU (~24,500 words) is a deliberately short gift-format book.

Character Designer — Nova (3D virtual presenter)

Designed and built end to end, 2024–2026

- Full character design in Blender/VRoid: modeling, materials, custom accessories, and a 25-expression facial rig wired for live streaming.
- Solved real production problems at the file level — rebuilt model data through direct binary editing when standard export routes failed — and art-directed a photoreal version of Nova for the 2026 commercials.

Concept Designer — automotive & product studies

Personal concept work, 2026

- Vehicle exterior and driver-focused cockpit studies, and color-materials-finish boards — one accent color, honest materials, a clear read at a distance.
- Four-color 3D printing (FlashForge) for physical product and merchandise prototypes.

WORK HISTORY

Owner — EnjoyCultureMM2 LLC, Burton, MI **August 2024–Present**
Sole proprietor. Businesses: Nevaeh Creator Network (TikTok LIVE agency, founded 2024), Nova Studio (AI film-creation product), Burton Junk Cars, Work TODAY job board; self-published author (Amazon KDP).

Stay-at-Home Dad **2019–Present**
Full-time caregiving while completing online coursework in cybersecurity (Cisco Networking Academy).

Owner — Small Scrap Company, Flint, MI **2015–2019**
Owned and operated a small scrap-metal business.

CNC Operator — Extreme Machines, Whitmore Lake, MI **2011–2015**
CNC machine operation.

CDL Class B Driver — Environmental Soil Sampling Company **2000–2002**
Drove Class B commercial vehicles for environmental soil sampling. Operated a drill rig, drilling deep holes using augers and a 20-foot mast.

Computer Programmer and Builder — Recycle Computers and OL Wholesale, Argentine, MI **1998–2010**
Built and programmed recycled computers; sold, built, and upgraded computers. Family-owned business (parents Daryl and Marian McRoberts), now closed.

Carnival Ride Setup & Teardown — Farrow Shows **1993–1995**
Setup and teardown of carnival rides.

ADDITIONAL EXPERIENCE

From age 15; dates not recorded. Restaurant and retail management — KFC Store Manager and McDonald's manager — plus food service, pastry chef work, appliance repair, and vehicle repossession.

EDUCATION

Chelsea High School — GED.

SKILLS

Digital design & concept rendering • 3D modeling, materials & the VRM avatar pipeline (Blender, VRoid) • Character design • Brand identity systems • Book cover & publication design • Website & web-app interface design • Video production & editing • Color, materials & finish (CMF) • Product design & launch • Creator-network building & management • Social brand building (TikTok, YouTube, Instagram, Facebook)

CNC operation • Machine setup • Computer building, upgrading & repair • Diagnostics & troubleshooting • 3D printer setup • Network setup • 3D printing design • Daily user of AI assistants (Muse)

Team management & leadership • Recruiting & onboarding • Creator-network operations • Event coordination (TikTok LIVE) • LIVE battle scheduling • Quality control • Community management • Multi-region team management

Hand tools & power tools • Circuits & boards • AI training • Skilled driver (former CDL Class B) • Drill rig operation • Zero-turn mower operation

Trade show setup & teardown • Carnival ride setup & teardown

CERTIFICATIONS — CISCO NETWORKING ACADEMY, NOVEMBER 2026

Junior Cybersecurity Analyst Career Path — passed the 50-question path exam at 92%. All seven certificates are on my LinkedIn: linkedin.com/in/michael-mcroberts-48ba27289/

Introduction to Cybersecurity — 100% • Networking Basics — 98% • Networking Devices and Initial Configuration — 97% • Endpoint Security — 94% • Network Defense — 91% • Cyber Threat Management — 90%

Working toward: CCST Cybersecurity (100-160), Cisco's entry-level professional certification.

WHERE TO SEE THE WORK

Portfolio & books: www.michaelmcroberts.com • Nova Studio: nova.michaelmcroberts.com • TikTok: @plain.nuts and @nevaehagency • YouTube: @Far2cool4this • Instagram: @michaelmcroberts02

WHAT I AM LOOKING FOR

Creative design work — bringing the same design-it, build-it, ship-it approach to a team or project that needs it. Also open to AI training and assistant-rating roles, entry-level cybersecurity, and creator-partnership roles.