

Curriculum vitae: Michela Ledwidge

Personal details

Name: Michela Ledwidge
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UK
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Email: michela@modfilms.com
Date of birth: 18 January 1972 (Canberra)
Nationality: Italian Australian (dual passport holder)
Languages: English, French, Italian

Experience summary

I am a cross-disciplinary film-maker with a background as an Internet architect. I have created a range of award-winning and world-first storytelling projects.

- * Writer/Director/Producer
- * Internet Architect (separate resume available on request)
- * Live Musician and Performing Video Artist (VJ)
- * Creative Consultant

Film Credits

2005 SANCTUARY	Writer/Director/Producer	35mm	12 mins
prod. MOD Films (<i>in post production</i>) funding from NESTA, Australian Film Commission, thequality.com world's first purpose-built re-mixable film / first use of professionals under (CC)			
2004 MISSED	Director/Editor (10 mins)	DV	10 mins
prod. Dan Foster/CSV			
2004 EXTREME T	Director/Producer/Camera/Editor	DV	3 mins
prod. MOD Films dist. Arkaos / out video festival (Russia)			
2004 KINDY ROYALE	Writer/Director/Camera/Editor	DV	30 secs
prod. thequality.com Winner, Gaijin Magazine (AU) Film Spoof Competition 2004			
2003 THE SCHEME	Writer/Director/Producer/Editor	DV	5 mins
dist. London 48hr Film Festival			
2001 HORSES FOR COURSES	Writer/Director/Producer/Editor	CG	5 mins
Web3D Art Prize, SIGGRAPH 2001 (Los Angeles) world's first multi-lingual web3D film			
2000 GROW YER OWN	Writer/Director/Producer/Editor	DV	18 mins
1999 BMAN	Writer/Director/Producer/Editor	DV	18 mins

1997 TEN WEEKS IN HEAD BIN Writer CG 90 mins
Winner, Interactive Screenwriting Competition, Brilliant Digital Entertainment

Employment history

Employer: BBC (DEC)

Job title: Project Manager/Architect/Analyst

Duration: October 2005 – March 2006

Responsible for Project Dorothy – Interactive Drama and Entertainment content management reform project focusing on Comedy and Drama. Successfully introduced version control, project management, video documentation, and web services. Developed an architectural vision for DEC unifying film, TV and new media content management.

Contract: MOD Films

Job title: Director

Duration: Feb 2004 – ongoing

Recipient of NESTA Invention and Innovation award to set up next-generation film business focusing for new content and distribution. Wrote, directed and produced bleeding-edge pilot, *Sanctuary* and obtained world-wide press as social media/user generated content pioneer. Designed playback and distribution system for HD DVD) film, TV and interactive platforms.

Employer: thequality.com

Job title: Film-maker, Architect

Duration: Jan 1993 – ongoing

Independent consultant to various film, TV and interactive media projects in Australian and UK. Recent clients include DTI and NESTA. Incubated next-generation film start-up MOD Films.

Contract: Department of Trade and Industry, UK

Job title: Design Authority

Duration: September 2001 – February 2004

Consultant to the Small Business Services, DTI. Responsible for technical strategy across DTI online services and integration with other UK Government departments, particularly the Office of the E-Envoy, and the Business Link network.

Contract: Cap Gemini Ernst & Young

Job title: Designer, Team Leader

Duration: March 2001 – April 2001

Responsible for front-end Technical Design for the Government General Practitioner project (multimedia kiosk for deployment into every UK Post Office branch). Delivered working prototype on schedule.

Contract: Accenture (formerly Andersen Consulting)

Job title: Consultant

Duration: May 2000 – September 2000

Designed the editorial and streaming media content management systems for Premium TV, an NTL subsidiary and UK football club portal network. Worked with AC Business and Technology senior management to define streaming media strategy and roll-out the initial service on schedule.

Contract: sportal.com

Job title: Producer

Duration: March 2000 – April 2000

Producer of Excite UK sport, compiled from sportal and BSkyB data feeds, and hosted by sportal, a pan-European sports portal. Consultant on Internet strategy.

Contract: boo.com

Job title: Project Manager

Duration: May 1999 – November 1999

In charge of troubleshooting for the launch of Europe's highest valued e-commerce start-up company (sports and leisure-wear online retail and magazine). Tested business processes across the company (London, New York, Stockholm, Munich, Paris) and oversaw development of internal systems for order processing, bug tracking and CRM.

Contract: BBC Online

Job title: Development team leader

Duration: February 1999 – April 1999

Development team leader on the [BBC Forums](#) project - a scalable database solution to support all online communities (web discussion forums) via templates. The system supported all BBC Community traffic for nearly three years.

Education

Primary and Secondary education

- * St. Mary's College, Nairobi, Kenya
- * St. Thomas the Apostle, Canberra, Australia
- * International School of Manila, Philippines
- * St. Ignatius College Riverview, Sydney, Australia

Bachelor of Arts, Sydney University (1990-1993)

- * Majored in Computer Science (Honours) and French.
- * Minor studies: English and Pure Mathematics.
- * Honours thesis on hypertext authoring. Built first Web site in New South Wales (third in Australia) in April 1993.

Post-graduate courses

- * The Art of Documentary, Aust. Film Television and Radio School (1998)
- * After Effects Crammer, The Finishing School (1999)
- * Raindance, 35mm Production (2003)

Other activities

- * Not enough roller blading.
- * Not enough scuba diving.

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