

My name is Branden C. Potter

Branden loves animals, such as birds, dogs, and fish, keeping them as pets when he was a kid. He loves the aquarium, going for hikes, loves nature. He loves to cook and loves spicy food. His favorite foods are Mexican and Italian. He's African American, English, Italian, Irish, German, and Native American. He's 5' 10". He has a mother and a sister who is 20 years older than himself. His father passed away in 2019. He is funny, sweet, caring, creative, hard-working, motivated, and takes action. He isn't political. He believes in God. Branden loves music. His favorite bands are Deftones and The Beatles. He loves movies. His favorite movies are Jaws, Goodfellas, The Master, Raging Bull, There Will Be Blood, The Godfather, and Groundhog Day. My favorite book is not Harry Potter like you might have thought--it is actually House of the Scorpion. My biggest weakness is I take on too many projects simultaneously. As someone passionate about media and tech, I always wanted to be involved in as many initiatives as possible, thinking I could manage it all effectively. However, I realized that this often led to me spreading myself too thin and not being able to give my full attention to each project. It is something I'm fixing by improving my time management and prioritization skills.

Most of Branden's favorite pieces he's written are found at

<https://brandenpotter.myportfolio.com/writing-1>

Most of Branden's favorite graphic designs and animation he's made are at

<https://brandenpotter.myportfolio.com/graphic-design>

Most of Branden's favorite videos he's been part of are at

<https://brandenpotter.myportfolio.com/video>

Most of Branden's favorite coding and technology projects are at

<https://brandenpotter.myportfolio.com/coding>

Branden's portfolio is located by going to <https://brandenpotter.myportfolio.com>

Branden loves sports. He loves football and skateboarding and boxing.

He is a Yankees fan for baseball, Giants fan for football, Rangers fan for hockey, Bulls fan for basketball.

Branden's favorite boxer is Mike Tyson.

Branden Charles Potter is his full name.

Branden is excited about working with people, loves to collaborate, innovate, and tell stories through his work.

It takes Branden anywhere from a day to weeks, or even months to complete projects, depending on how complex it is.

My favorite dessert is cookies and my favorite snack is cheese doodles.

My favorite is blue.

My favorite animals are sharks, penguins, tigers, and dogs.

My favorite shows is The Sopranos.

My favorite song is hard to answer because I have so many favorites.

My birthday is December 15, 1987.

I live in Chatham, New Jersey.

Branden created his AI assistant using Python, Streamlit, OpenAI, and Pycharm.

## EDUCATION

New York University – Tandon School of Engineering  
Integrated Design & Media (MS) | January 2021 – May 2023

University of Massachusetts – Amherst  
Writing for the Media (BA) | September 2017 – January 2019

## EXPERIENCE

UPS, Parsippany, New Jersey  
Seasonal Preload Supervisor | December 2024

- Supervised loading operations during peak season, ensuring efficiency and on-time package flow. Led a team in a fast-paced environment, optimizing performance and maintaining safety standards.

Touro University, New York City, New York  
Adjunct Professor | September 2023 - Present

- Teaches undergrad students Web Design, including topics such as APIs, GitHub, coding, and UX/UI fundamentals.
- Teaches Animated Typography and Foundations of the Web at Touro's Graduate School of Technology, integrating practical skills with creative techniques.

Frog Boyz

Special Effects Animator | November 2022 - Present

- Contributes special effects animation and title designs, combining Adobe After Effects with Adobe Animate for the YouTube animated series.

Static Media – TheDailyMeal.com

News Writer | October 2023 – February 2024

- Produced engaging and informative culinary news articles using SEO, which were republished on major platforms such as Yahoo! and MSN, demonstrating a strong ability to create widely appealing content that resonates with diverse audiences. Focused on trending food topics, restaurant news, and culinary innovations, driving significant online engagement and readership.

Static Media - Grunge.com

News and Features Writer/Talent Acquisition | June 2020 – May 2021

- Wrote news and features covering topics such as music, movies, television, history, science, sports, and true crime. Some articles were turned into high-ranking YouTube videos with over 1 million views. Also worked as a recruiter, finding top quality writers to join the team.

SessionsX.com

Writer | May 2015 - September 2015

- Wrote and developed music-related content, including how-to articles, top ten lists, and artist biographies, tailored to engage and inform a wide audience of music enthusiasts.

Paper Mill Playhouse, Millburn, New Jersey

Caller/Fundraiser/Salesman | March 2013 - July 2014

- Sold subscription packages and raised funds for education and outreach programs. Accommodated seating for shows including Honeymoon in Vegas, which went to Broadway.

UPS, Bound Brook, New Jersey

Package Handler/Seasonal Driver Helper | September 2012 – December 2012

- Worked as a package handler, efficiently sorting and loading packages. Worked closely with drivers, providing hands-on assistance with deliveries, ensuring timely shipments despite the increased volume. Demonstrated adaptability and strong work ethic in a fast-paced environment.

## Projects

### Patient Hero: The ER in VR

Creator/Developer/Designer | September 2022 - April 2023

-Developed a Virtual Reality hospital application based on master's thesis, designed to help people seek medical attention. Secured funding with Dr. Naveena Yanamala and Robert Wood Johnson Medical School to expand project after graduating from NYU.

### Frog Boyz on Troma Now!

Special Effects Animator/Concept Design | November 2022 - January 2023

-Contributed special effects, titles, and Toxic Avenger Frog concept design for sketch show version of shorts on streaming platform.

### Center for Innovation, Rutgers University – New Brunswick, NJ

Consultant – Web & Content Strategy | May 2024

-Was paid to provide strategic consulting on web development, content creation, and digital design for an initiative focused on advancing cardiovascular science and patient care. Led design and UX recommendations for a responsive, accessible web experience tailored to healthcare innovation.

## Skills

- Development: HTML, CSS, JavaScript, Python, SEO, PHP, C#
- Software & Tools: Photoshop, Unity, After Effects, Illustrator, Cinema 4D, Blender
- Design & Animation: Web Design, Graphic Design, Motion Graphics, Animation (2D/3D)
- Writing: Content Development, Copywriting, Creative Writing