My journey as a designer, multi-tech specialist, writer, and educator has equipped me with a diverse skill set that spans animation, 2D and 3D design, Virtual Reality (VR), Augmented Reality (AR), writing, and web design. These experiences have instilled in me a profound understanding of the intersection between creativity and technology, shaping my approach to problem-solving and developing a strategic culture of continuous learning.

During my undergraduate studies at the University of Massachusetts, I immersed myself in the multifaceted field of Writing for the Media. After completing my bachelor's degree, I immersed myself in writing professionally and team leadership while continually developing my skills and knowledge in both visual arts, design, and technology. At Static Media's acclaimed platform, Grunge.com, I contributed to a wide range of content spanning history, science, sports, and music, some of which were adapted into scripts for top-ranking YouTube channels, reaching audiences ranging from hundreds of thousands to millions per video. In addition to my editorial contributions, I played a pivotal role in talent acquisition for Static Media, where I engaged in team management, making sure recruiters found highly educated, innovative professionals.

In New York University's Integrated Design and Media graduate program at the Tandon School of Engineering, I further developed all the skills I 'd been cultivating over the years. Among my proudest achievements is the creation of a VR application for my master's thesis titled *Patient Hero: The ER in VR*. By utilizing the Unity game engine, I coded and developed an immersive VR experience aimed at alleviating the fears of individuals reluctant to seek medical attention, empowering them as patients. I navigated the complexities of this ambitious project by continually refining my initial visions to ensure its successful completion over the course of a year. Collaborating closely with a medical doctor and medical researcher, I ensured the creation of a realistic environment tailored to the needs of patients.

For this groundbreaking work, I received recognition in NYU's Engineering News and was featured on Pixelcrusher's website, which is known for providing dialogue system software for renowned video games. Additionally, I began collaborating with Dr. Naveena Yanamala at Robert Wood Johnson University Hospital and Rutgers Robert Wood Johnson Medical School. Dr. Yanamala is currently helping secure a grant of up to $50,000 to scale my VR project, extending its benefits to both patients and medical students. I am also leading the development of Dr. Yanamala's official website for her Innovation Center at Robert Wood Johnson, where the convergence of technology and medicine promises transformative breakthroughs.

Alongside these pursuits, I have worked as a special effects animator for the YouTube cartoon series Frog Boyz. This independent, award-winning series has offered me invaluable opportunities to apply my expertise in special effects animation, participate in writing sessions, and even voice one of the characters. Collaborating with emerging actors and comedians from Netflix productions has further enriched my skill set and expanded my horizons in the world of animation.

SUMMARY

Branden is proficient in both technology and art. For his thesis, he created a Virtual Reality (VR) hospital to help people seek medical attention. Less than a year after graduating from NYU, Branden was able to secure funding and resources from Dr. Naveena Yanamala and Robert Wood Johnson Medical School to eventually expand the work he did for his VR hospital. Branden has written for *Grunge* and *The Daily Meal* and is an adjunct professor at Touro University teaching web design. Branden is currently building the website for The Center for Innovation, a medical company that is pioneering advancements in cardiovascular sciences. He also contributes special effects animation for the YouTube animated series *Frog Boyz*.

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) 2017 - 2019*

EXPERIENCE

The Center for Innovation New Brunswick, New Jersey   May 2024 - Present

Web Developer/Designer/Content Writer

- Branden began developing the website as a contractor for the Center for Innovation, a company formed between Robert Wood Johnson Medical School and Robert Wood Johnson University Hospital and headed by Dr. Naveena Yanamala. The Center is pioneering advancements in cardiovascular sciences and healthcare through the integration of cutting-edge technologies.

Bartell Records   May 2024 – June 2024

Web Developer/Designer/Content Writer

- As a contractor, Branden created a fully responsive website for Bartell Records (bartellrecords.com), a startup record label that revives the sound and era of the 90s. He used HTML, CSS, JavaScript for the frontend, utilized backend technologies for the newsletter, contact form, and setup the ecommerce. He also contributed graphics such as the logo and wrote all the content.

Touro University New York City, New York   September 2023 - Present

Adjunct Professor

- He teaches undergrad students how to build responsive websites from scratch using Sublime Code Editor, Photoshop, Spline, and Figma. Topics such as APIs, GitHub, animation with CSS and Spline, wireframing, UX and UI fundamentals, media queries, Grid, Flexbox, and many more are covered. Branden will begin teaching animated typography and a new web design course at Touro's Graduate School of Technology in the fall.

Frog Boyz   November 2022 - Present

Special Effects Animator/Voice

- Started contributing special effects animation as a contractor to the YouTube animated series *Frog Boyz*, featuring voices from up and coming comics and actors on Netflix. Participates in writing sessions, animates special effects for various episodes and did a voice for one episode. He currently provides work on an as-needed basis.

Static Media – TheDailyMeal.com   October 2023 – February 2024

News Writer

- Produced news articles covering the culinary world as a freelance writer. Topics include quick recipes, tips, and tricks for upgrading meals; news about popular chefs, and developments on food products and businesses around the world. Branden's Daily Meal articles were also republished on websites such as Yahoo! and MSN.

Static Media - Grunge.com   June 2020 – May 2021

News and Features Writer/Talent Acquisition

- Became a member of the Grunge team as a freelance writer. Wrote news and features covering topics such as music, movies, television, history, science, sports, and true crime. Some of his articles were turned into high-ranking YouTube videos with over 1 million views. He also worked as a lead recruiter for Grunge, finding top quality writers to join the team.

Sessionsx.com   May 2015 - September 2015

Writer

- He wrote how-to articles, top-ten lists, biographies, and trending news all based on music for Sessionsx.com. (company now defunct, copies of old articles available)

Paper Mill Playhouse Millburn, New Jersey   March 2013 - July 2014

Caller/Fundraiser/Salesman

- Called patrons, sold subscription packages, and accommodated seating for musicals/plays including *Honeymoon in Vegas*, which went to Broadway the following year. Branden helped raise money for the Paper Mill Playhouse education and outreach programs.

SKILLS

- Writing
- Virtual Reality Development
- Fundraising/Sales
- Motion Graphics/Animation/2D/3D
- Video/Graphic Design & Editing

- Microsoft Word, PowerPoint, Excel
- Unity, Adobe Photoshop, Adobe After Effects,
- Adobe Illustrator, Cinema 4D, Adobe Premiere,
- Blender, Artificial Intelligence, Final Cut Pro,
- HTML, CSS, JavaScript, C#, WordPress, Chrome
- Developer Tools, Git, GitHub

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

The AI chatbot representative of Branden was created with node-based logic, APIs, and a little code using Botpress and Stack-AI.

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.

I live in Chatham, New Jersey.

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