

# Joshua M. Soto

digital art. instructional design.

[joshua.m.soto@gmail.com](mailto:joshua.m.soto@gmail.com)

1101 Jackson Ct;  
Marina, CA 93933  
831.594.0042

## Education.

**Master of Fine Arts (Coursework) | Media Design | 2013**

*Full Sail University, Winter Park, FL*

**Bachelor of Science Degree | Computer Animation | 2012**

*Full Sail University, Winter Park, FL*

**Associate of Arts | Korean Language and Culture | 2010**

*Defense Language Institute Foreign Language Center, Monterey, CA*

## Experience.

**Media Consultant - Instructional Design**

*Soto Media Group, LLC, Monterey, CA*

*2012-Present*

Founded and directed a consulting agency for a range of media clients aimed primarily at teen and young adult audiences.

Highlights to date have included:

- Development of a global creative advertising and marketing strategy for Mercedes-Benz Driving Academies in Los Angeles, Canada, and the United Kingdom
- Public Service Announcement concept and development for the California Highway Patrol aimed at reducing teen traffic collisions
- Development of print and video campaigns for local health service clients
- Pioneering of advertising campaigns for Lula's gourmet chocolate
- Concept and marketing plan development for Mobile App development
- Extensive project management
- Contract negotiation
- Independent work with minimal direction

## **Multimedia Specialist (Instructional Design) / Brand Manager**

*Department of Defense, Defense Language Institute Foreign Language Center, Monterey, CA*  
2008-2013

Primarily responsible for development, implementation, and artistic design of a range of language instructional design softwares aimed at developing functional and professional linguists within the Department of Defense.

The Defense Language Institute Foreign Language Center is the US Department of Defense's foremost language training center. It is a regionally accredited university that caters to professional intelligence officers across the Defense Intelligence Community.

Highlights included:

- Development of Institute-wide standards to ensure universal application of Instructional Design artistic styling
  - Training of personnel on industry standards, techniques, and artistic styles
  - Development of a range of print, web, and video training materials targeting over 100,000 service members
  - Coordination of communications plans with senior leadership
  - Routine briefing of senior officials, including the Secretary of Defense, on new instructional products and capabilities.
  - Regular exposure to more than 75 languages and cultures
  - Development of institute-wide copyright standards in compliance with applicable law
  - Coordinated management of Institute website and Social Media presence
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## **Intelligence Specialist**

*United States Army Reserves*  
2001-2009

Honorably served as a Non-Commissioned Officer in the United States Army at multiple locations within the US and overseas.

Primarily served as an intelligence collections specialist and Korean linguist assisting in the development of public relations strategic communications and debriefings.

Highlights included:

- Routine management of Top Secret Classified material
- Independent work with a range of foreign nations
- Senior US member of a multi-national intelligence team
- Leadership and training of up to 20 junior service members to ensure growth, readiness, and responsibility
- Warrior Leadership Training graduate, covering skills necessary to train and lead junior personnel through a range of professional and tactical situations
- Non-Commissioned Officer training, covering advanced leadership techniques intended to develop outstanding peers and subordinates
- Worked with a small team of multinational specialists to help ensure a peaceful status of Kosovo during its declaration of independence

# Instructional Design Core Competencies.

## **Video Production and Post Production**

- Adobe After Effects
- Adobe Premiere
- Final Cut Pro/Studio
- Syntheyes
- Nuke

## **Animation, 2D / 3D**

- Autodesk Maya
- Autodesk Mudbox
- Pixologic Zbrush

## **Print / Web Design**

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

## **Audio Editing**

- Adobe Audition

## **Creative Writing**

## **Project Management**

## **Public Speaking**

## References.

Available upon request