

INFO

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79B Hill St.
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EDUCATION

B.A. New Media

UNC Asheville 2012
Concentration in 3D Animation

Coursework

Digital Design Principles
Web & Interface Design
Storyboarding & Wireframing
Advanced Animation Techniques
Video Editing & Motion Graphics
Branding & Marketing
Figure Drawing
Art & Animation Histories

Training

Adobe Creative Suite - including graphic design, branding, vector graphics, photo/video editing, digital painting and animation, compositing, UI prototyping and implementation.

3D programs Maya and Zbrush - including environment, character and mechanical modeling, texturing, rigging, animation, rendering.

Drawing - including figure, industrial, shading and proportion study, character design, concepting, storyboarding, and logo design.

Internship - experience managing website portal updates, social media engagement, email newsletters, and database management for a leadership training non-profit.

SKILLS

Development / Interactive

Front-end design using HTML5, CSS3, Vanilla JS, Node, and PHP with a focus on visual communication and hierarchy, input paradigms and testing, user-flow & refinement to create unified experiences across legacy and emerging products, and overall user-advocacy.

Design of responsive interfaces, web-apps, landing pages, and traditional sites utilizing interactive & assistive UI, cross-platform branding, load optimization, device testing, database integration, analytics, and technical SEO and site-auditing.

Graphic Design & Illustration

From classically inspired, clean vector design to rich cartoon & fantasy illustration; including full branding, typography, color theory and palettes, ad design, iconography, photo-editing, and digital painting.

Design, presentation, and implementation of wireframes, storyboards, mock-ups, and user-flows. Assistive tools, resources, and communications to support both internal and client-side needs, and reporting on analytics, project timelines, and product releases.

Marketing & Testing

Google Analytics Certified, GDN image ad campaigns, email marketing and responsive email coding, A/B landing page testing for CRO, heat/scrollmap analysis, and device testing and profiling for analytics.

3D & Video

3D and VR GUI design, Character sculpting, mechanical modeling, texture painting, and extensive character and facial animation.

Video editing and 2D graphic & text animation, motion tracking, and post compositing.

TECH

Development

Linux: Ubuntu, Fedora, Arch (Desktop & Server)
MacOS, Windows
HTML5, CSS3, PHP, Bash
JS, NodeJS & Npm, JSON, ES6
Handlebars, JQuery, Express, Phaser
Apache, REST, SSH, SSL
AWS and Digital Ocean Environments
Firefox & Chrome Dev Tools
Git, Subversion
Android and iOS testing

Design & Animation

Photoshop, Illustrator, Indesign
InvisionApp, Sketch, Draw.io, Gliffy
After Effects, Premiere, Final Cut
Unity3D, Maya, Modo, Zbrush
Ableton Live, Logic Pro

Marketing & Testing

Google Analytics Certified 
Adwords, Tag Manager, Google Search Console
Campaign Monitor, Mailchimp
Salesforce, Hubspot, Insightly
Visual Website Optimizer
CrazyEgg, Mouseflow

Project Management

Slack, Jira, Trello, Asana
MS/Libre/Open Offices
Zoom API
Lightroom

EXPERIENCE

Designer, Front-End Developer, Animator - Mursion

May 2016 - Present

Manage visual design, implementation, and best practices for a variety of products including mobile, web, and native software for clients and leads, and communicate with offshore team for design standards and cohesion across emerging technologies and software updates. Work with both the software dev, and art teams to design visual assets for proprietary technologies; as well as produce responsive web front-ends and Unity3D UIs for a variety of client and internal uses.

Ongoing work, from wireframe to release, developing a native software portal and interactive analytics web-app for session scheduling/match-making, simulation design and launch, guided system verification for hardware compatibility testing, resource materials, and visual metrics and recordings dashboard.

Led the re-design of the company website in the fall of 2016 and manage ongoing updates & support. I regularly consult with the sales team for new lead generation, SEO, analytics, CRM, both internal and external facing email communications, and marketing assets for campaigns and conferences, and QA team for technical changes, bug fixes, and client support.

Internet Marketing Designer/Developer - Element-360

September 2014 - May 2016

In charge of all visual development and programming including image & HTML5 ad creation, refining site performance with A/B testing and heat-map/behaviour analysis, and technical SEO auditing.

Extensive experience in Wordpress with close to 100 websites for 40+ real estate communities from around the country involving site speed recommendations, behaviour flow research, tracking code implementation, site updates, and sitemaps. Work within diverse brand guidelines to design sites and landing pages for lead generation, complementary ads (based on Adwords PPC text-ad performance), and responsive email newsletters.

Managed apprenticeship of Junior Dev in getting up to speed with our clients' personnel and products, technology suite, and industry trade-secrets & best practices in preparation to succeed my position.

EXPERIENCE

(continued)

Freelance

- *UI/UX Design* - During a two-month contract designed and prototyped an IOT app authoring web-application. With a small team, outlined the scope of the app's services, planned the implementation of the single-page front end, storyboarded the user flow, and created visual assets.
- *Website Development* - Multiple portfolio websites created to showcase professional work and services with custom, responsive WP themes while providing general CMS training, SEO, and ongoing maintenance and updates.
- *Design* - Logo rework for a startup mobile app, and 3D modeling for 3D printing for a local law firm.

Game Designer, Illustrator, Animator, & Video Editor

The Littlest Golfer, Inc.

April 2013 - August 2014

Game designer and lead artist for 2D mobile game Bunker Blast created in Unity3D and sold on the App Store and Google Play. Created the UI, static art assets, character animations in photoshop spritesheets for Unity3D, designed puzzle-based levels, and image ads for the game release.

Additionally, worked in small team to create a 3D Animated Pilot children's show. Designed, modeled, rigged, and animated characters, handled all editing, compositing, and credits within After Effects, and created promotional print materials for the show premiere.

Designer, Web Tech, Social Media Manager Internship

Leadership Asheville

August 2012 - December 2012

Managed web site maintenance for an active portal used by over 80 participants of an annual leadership training course.

In addition, created event stationary and promo prints for fundraisers, designed seasonal event newsletters, promoted events on social media, and managed online donation records and contact database.

REFERENCES

Chad Martin - Element-360 | *President*

➤ chad@element-360.com

Claudette Silver - Silver Muse Productions | *Owner*

➤ claudette@silvermuse.net

Christopher Oakley - UNC Asheville | *Tenured Animation Professor & Mentor*

➤ coakley@unca.edu

Matt Shanor - The Littlest Golfer, Inc. | *Art Director*

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