

Video Production

Story-boarding, strategy and script development

Studio and on-location set-up, filming and directing

Experienced shooter with DSLRs incl. Canon, Panasonic, Sony, Blackmagic

Set lighting, sound

Editing, effects, color correction / grading, motion graphics, audio design

Strong understanding of video codecs and web delivery of video

Digital Technologies

UX/UI, with a strong focus on mobile first, responsive design

Video integration with Kaltura, Vimeo, YouTube APIs

SVG animation with CSS and JS

Front-end developer skills, incl. HTML5, Markdown, CSS3/SASS, JavaScript/jQuery, Bootstrap

Google Analytics, ADA accessibility

Git/GitHub, Node.js, Ruby

Jekyll, Gatsby, WordPress, Drupal

Continuous deployment, Netlify

Applications

Master level proficiency with Adobe Creative Cloud Apps: Premiere, After Effects, Media Encoder, Photoshop, Illustrator

Full Davinci Resolve 17 workflow, incl. Fusion, Fairlight

Red Giant suite

Experienced with modern Windows, Mac and Linux operating systems

Dedicated to using open-source apps and tech, where feasible

Other

Illustration, animation

Strong writing and communications skills

Collaborator with an unwavering focus on primary project goals

15 years exp. working remotely

Experience

Independent Filmmaker, Creative and Media Consultant

1998 - Present

Plan, produce and deliver video solutions for organizations in a wide variety of industries. A seasoned storyteller, who crafts messaging through video production, branding, web development, and content distribution.

Highlights:

As a full service vendor, I'll either work independently, collaborate with an established network of independent devs & creatives, or lead/support existing teams, providing value at any phase of video production: Ideation → Execution → Delivery → Measurement

With a sharp focus on measurable results, I strive for a deeper integration between video, animation and code, to deliver concise, memorable messages through a highly engaging, narrative user experience.

From project inception, I use a holistic planning process that, strategically considers how each media element interacts with the rest of the app. Ensure that each piece is built to act in concert, so that all are purposefully contributing to the overarching project goals.

Videographer and Front-end Developer – Voya Financial

2004 – 2019

In a dual role, I worked as part of an in-house video team, bridging the gap with a front-end digital team. Through my project work, I supported and collaborated with nearly every area of the business, including marketing, sales, participant education, and the executive leadership team. I also worked directly with many Fortune 500 clients, on custom branded projects to support their unique employee benefit plans.

Highlights:

Worked directly with stakeholders to plan, create and deliver engaging, meaningful video and web content, that adhered to, and helped evolve Voya's brand standards.

Develop, and then adapt video and webpage "templates" conforming to the brand guidelines of a diverse range of high-profile clients, for seamless integration with their existing campaigns and media.

Provide strategic and creative support for Mega and Large market Institutional and government sales efforts, including production of videos and custom web apps to introduce the team and highlight capabilities.

Education

1998 – 2001 **Art Institute of Boston at Lesley University**, Boston, MA

Graphic Design

1996 – 1998 **County College of Morris**, Randolph, NJ

A.S. Graphic Design, with a certificate in Computer Science

Professional Development

I'm a voracious learner, and have never seen a process that can't be improved. Here are some recent courses, tuts and achievements:

Complete LinkedIn Learning courses on Local SEO and Vue.js,

Study and read the [Communication for Behavior Change](#) series by Esta deFossard,

Completed [Philip Bloom's Cinematic Master Class](#), and I'm working through [filmsimplified.com](#) courses on color grading and motion gfx using Davinci Resolve 17.

Interested in ES6/2020, react.js, AWS, Brightcove API

Recent work

My [video demo reel](#) – Upon request, I can share links to finished videos

[nihmedical.com](#) – Homepage for PPE distributor, with custom quote request using Netlify's form plugin

[Benefits of the Plan](#) – Participant education microsite with custom video embed and scroll-based animation. Templated and re-purposed for 30+ retirement plans