

Contact:

Mob: 07834 725507

Email: rich@richardellismedia.com

www.richardellismedia.com

Skills:

- 3DS Max, ZBrush, Maya, AutoCAD
- Flash (AS2, AS3)
- Dreamweaver, HTML, intermediate CSS and XHTML
- Photoshop
- Illustrator
- Premiere, After Effects
- CoolEdit (sound editing software)

Summary:

I am a 3D multimedia designer and developer with nine years of professional experience.

I am currently freelancing after having been made redundant from The Bradley Dyer Group Ltd, where I visualised residential plans in 3D for established property developers such as Asset Trust, Berkeley Homes, St. Modwen, Crest and Rydon Properties, as well as developing Flash areas of clients' websites.

Strict quality control and tight deadlines necessitated maximising efficiency in the production pipeline, (minimising polygon counts, streamlining render farm production, sourcing materials and building a model library) whilst still meeting the high standards that clients expected. Projects included the redevelopment of Wembley and Farnborough town centres (St. Modwen), which contrasts with the more suburban housing schemes I worked on such as Heatherview and Bourn Meadows (Rydon Properties). Within this environment I also worked as part of a close team in post production, compositing in Photoshop and After Effects, and video editing using Premiere.

I am also working on personal projects involving character modelling and animation. A colleague and I are currently developing mascot animations for the MLB to be used as mobile phone screensavers, and I am also collaborating with a comic book artist to convert some of his main characters into 3D to create a 20 second animation to promote his graphic novel due for release in October 2009.

Experience:

- Technical modeling and animation (automotive)
 - Architectural visualization – for CGI stills and animated flythroughs, including post production work
 - The design and development of 3D virtual environments for interactive e-learning content
 - 3D visuals for sales and marketing suites and displays
 - Character modelling, rigging and animation
 - Hair and Fur, and particle systems
 - Lighting and rendering (using V-Ray and Mental Ray)
-

Employment history:

2007 – 2009

The Bradley Dyer Group – CGI production and web development (Flash).

2007

Wagstaffs Design – visualising AutoCAD drawings into 3D Tesco site plans for public hoardings and leaflets/brochures.

1999 – 2006

Digital University Press Ltd. - senior multimedia designer/developer

As well as seven year's work to completion on the company's main product, 'Automotive Training', I developed multimedia learning content in Flash for large clients such as L'Oréal, Pearson Publishers, Learn Direct, South Thames College, BESA, Thomson Learning and Toni & Guy franchises.

1998 – 2001

Part-time lecturer in photography and multimedia at The University of Westminster - teaching, mentoring and assessing students through all stages of their degree course. I loved this work and found it immensely rewarding both on a professional and personal basis, but unfortunately had to give it up due to my increasing work commitments with Digital University Press.

1995 - 1998

Degree in Film, Video and Photographic Arts at University of Westminster, majoring in multimedia.

Project case studies:

L'Oréal Learning CD ROM

Digital University Press won a contract to make a learning CD ROM to complement a L'Oréal student book. Thomson, the book's publishers, did not like the visuals of their existing book, so we also provided all the new graphics for the project.

My roles for this involved photography and video shoots at the L'Oréal studios in Hammersmith, London, and subsequent editing within Photoshop and Premiere, technical collaboration with hairdressing experts to ensure our visuals were 100% correct, design of interface and content screens within the actual program, and the modeling and integration of a 'virtual salon' in 3D Studio Max. The final CD was assembled using Flash/ActionScript.

Automotive Technician Training

I worked with Digital University Press for seven years, both on permanent and freelance contracts and 'Automotive' is their flagship product, having taken ten years and several million pounds to develop.

My roles (using Flash/ActionScript) for this project were the interface designs, content screens, interactive learning exercises, photography, video, and every other aspect of making a successful multimedia product, which is now in use in over 100 colleges in the UK, as well as the USA and China.

Before I left DUP the team converted all of the CD ROM content to make it suitable for the internet (www.auto-training.co.uk), which also involved updating the product regularly in order to provide clients with an incentive to renew their subscriptions. This meant my role changed substantially over the last three years of working with DUP and was where I began to develop my skills in 3D Studio Max, to create a more 'hands on' virtual learning environment.
