

Contact:

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Portfolio: www.richardellismedia.com

Skills:

- 3DS Max, ZBrush, AutoCAD – architectural visualisation, character design, modelling, rigging, animation, texturing, particles, rendering (VRay and Mental Ray), real-world physics (Havoc).
- Premiere/After Effects – video capturing, video editing, video compositing, animation and effects, and language translation versions.
- Flash (AS2, AS3) - Flash design, Flash Animation, Flash ActionScript, Papervision (basic).
- Web design - Dreamweaver, HTML, intermediate CSS and XHTML, HTML emails.
- Photoshop - graphic design, compositing, retouching, animated GIF's.
- Illustrator – vector drawings, charts, character design, logo creation.
- CoolEdit/Soundbooth – sound capturing and editing

Summary:

I am a 3D modeller/motion graphics and Flash designer/developer with strong video compositing/editing skills and have over ten years of professional experience. I am seeking contract work (or a reasonable permanent offer) in a London or Essex-based design environment which will utilise my 3D, Flash and video skills.

I have spent the last two years successfully freelancing/contracting, and my most recent project has been a stylized animation illustrating the Anaerobic Digestion process for Surrey County Council – I had complete autonomy on this project and my roles included everything from 3D modelling, animation, video compositing and editing, to rendering hi res stills for their poster campaign.

Much of my work has also been conducted in an e-learning environment, using Flash design and ActionScript to present diverse subject matter from automotive technology through cookery courses to medical diagrams and animations for hairdressing students (L'Oréal). My e-learning work is now available in over a hundred colleges across the country and can be accessed via www.digital-up.com, or please contact me for a CD ROM.

I relish new challenges and am currently developing a Flash/3D animation-based website and short movie for Converge and Contract – a political movement dedicated to changing government and the public's attitudes towards global warming.

Experience:

- Technical 3D-modelling and animation (automotive), and implementing this into Flash movies.
 - Architectural visualisation – for CGI stills and animated flythroughs, including post production work.
 - The design and development of 3D virtual environments for interactive e-learning content.
 - Video compositing and editing (After Effects and Premiere) and conversion for Flash movies.
 - Design, storyboarding, resource collecting, development and publishing of Flash e-learning content.
 - Character design – completed modelling a 'Detroit Tiger' for the MLB (Major League Baseball) for use in mobile phone screensavers, as well as a 'ninja chicken' to promote a graphic novel artist (www.c2d4.com)
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Employment history:

May 2009 - Present

Currently enjoying a successful period as a freelancer/contractor and have worked on many projects for clients as diverse as:

Commerz Bank - visualising a design concept and taking it through the process of making large poster prints, as well as an animation for a giant projector screen at their annual trade fair, using 3DS Max and compositing in After Effects.

Kier Technical Services: - visualising and animating architectural plans across a timeline (4D) for successful tenders and internal marketing, using AutoCAD, 3DS Max and After Effects.

Phase II – a pharmaceutical marketing company for whom I have designed and animated numerous marketing campaigns and in-house educational and promotional projects, as well as a short animation for an international Viagra advertisement.

In addition to the above projects I have also managed to maintain a good business relationship with my old employers and regular private clients, and still work on projects for Bradley Dyer Ltd., ATT (Digital University Press) and C3 Solutions. Projects for these people vary from 3D animation and brochure design through to websites and content for e-learning solutions.

2007 – May 2009

The Bradley Dyer Group (www.bradleydyer.com) - CGI production (architectural visualisation transforming AutoCAD files into believable environments using 3DS Max) and web development (Flash). Flash development included banners and other web-based animations, a shared-ownership mortgage calculator, and xml galleries. I was also responsible for all video editing and compositing work that arose.

2007 (March-September)

Wagstaffs Design (www.wagstaffsdesign.co.uk) - visualising AutoCAD drawings into 3D Tesco site plans and promotional images for public hoardings and leaflets/brochures, using 3DS Max and Photoshop. I left Wagstaffs for The Bradley Dyer Group, to use my Flash skills to greater effect.

1999 – 2006

Digital University Press Ltd. (www.digital-up.com) now called ATT (Automotive Technician Training) - senior multimedia designer/developer for e-learning content. As well as seven years' work to completion on the company's main product, 'Automotive Training' (Flash, 3DS Max, Photoshop, Premiere), 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

2:1 Degree in Film, Video and Photographic Arts at University of Westminster, majoring in multimedia.
