

Giovanni Francesco Negrón

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SUMMARY:

Senior Art Director, Senior Motion Graphics Artist, 3D Artist and Illustrator pursuing a career with an entertainment driven interactive design agency or network.

EXPERIENCE:

BLT & ASSOCIATES - Hollywood, California

Art Director/Senior Interactive Motion Designer - February 2010 to Present

- Lead, work alongside, and delegate work to our Broadway banner development team. (Book of Mormon, West Side Story, To Kill A Mockingbird, Gary, Three Tall Women, The Lehman Trilogy, Attention The Universe, The Glass Menagerie, King Lear, Carousel, Hello Dolly, The Humans, just to name a few of our Broadway campaigns)
- Create, edit, and design motion graphics videos for entertainment focused sites, banners, social media experiences, and other needed content for the Digital, Mobile, and Social departments.
- Rich media banner programming. Work on standalone banners as well as those developed for three major rich media advertising media agencies (Google DoubleClick, MediaMind, Pointroll).
- Mentor and assist team in the use of After Effects, Premiere, Photoshop and Flash based immersion experiences.

(Evil Dead: site and other experiences, Boss: facebook experience, Expedition Impossible, Recall: Total Recall's facebook video experience, Mob Wives rich media campaign, and numerous other entertainment projects)

HERZOG & COMPANY - North Hollywood, California

Senior Flash Designer/ 3D & Motion Graphics Artist - January 2007 to February 2010

- Entertainment focused flash design and programming driven by xml data.
- Produced 3D, motion graphics and illustration assets for major motion picture sites and content.

(Pirates of the Caribbean: At World's End, National Treasure: Book of Secrets, Chronicles of Narnia: Prince Caspian, Yesman, IMAX: Under The Sea 3D, IMAX: Hubble and numerous other entertainment projects)

ANIMATED DESIGNS - Westlake Village, California

Flash Designer/ Developer - November 2004 to December 2006

- Flash based site development, working with xml parsed dynamic data, and php-remoting data.

(sedona.kia.com, rio.kia.com, neucosmetics.com, autobillofrights.com, pentawater.com, kia.com, and other related projects)

ZENTROPY PARTNERS - Los Angeles, California

Certified Flash MX Developer / Design Technologist - April 2000 to October 2004

- Flash animation, AS programming, banner design, and production of corporate sites, micro sites, screensavers, CD-ROMs and other EPK marketing tools.
- After Effects animation, DVD screen creation, 2D/ 3D design & animation, art direction, and sound editing.

(Microsoft, Avery, Reebok, Citation Shares, Nautica, NADA Guides, NetZero, EMAP, GM BuyPower, GM, Buick, and other corporate projects)

ALCHEMY COMMUNICATIONS - Chatsworth, California

Web designer - February 1999 to May 1999

- Web design, 2D/ 3D design, illustration.
- Designed various websites. HTML programming, some javascript programming, GIF animations, banner design, After Effects animation, sound editing, and Flash animation.

AMERICAN FILM INSTITUTE - Hollywood, California

AFI Media Services Technician/ Projectionist/ Audio Visual - July 1998 to February 1999

- Projected 16mm and 35 mm film and video for faculty, students and press.

AFI's Online Media Web Developer/ Shockwave Game Designer/ Programmer –
March 1998 to June 1998

- Conceptualized, designed, and programmed AFI interactive's shockwave game, "Name That Movie".

• Assisted AFI's online media department in production of websites.
(California Digital Arts Workshop, AFI's Alumni Newsletter, and AFI's
100 Years of 100 Movies)

Advanced Technologies Program of the Professional Training Division –
August 1997 to May 1998

- Digital Media Teacher's Assistant, Production Assistant, and Motion Graphics Lab Technician.

ACTIVISION - Santa Monica, California

Play-balancer - February 1997 to January 1999

- Game-Tester. Evaluated Activision's games.
(Interstate-76, MechWarrior2, Pitfall 3D, Dark Reign, and Vigilante 8)

EDUCATION:

WOODBURY UNIVERSITY - May, 1997

Bachelor of Science in Graphic Design & Multimedia

Macromedia Certified Flash MX Developer: March, 2004

Google Doubleclick Certified Developer February, 2014

TECHNICAL SKILLS:

Proficient on both MAC and PC and in the following software applications:

Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, Audition)

Cinema 4D

3D Studio Max

Blender

SoundForge

ScreenTime Screens

Flix Pro/ Squeeze

Media Mind/ DoubleClick/ PointRoll Ad Platforms

Flash Develop

HTML/DHTML/ JS/ CSS

REFERENCES:

References are available upon request.