

ALEX FELICIANO

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Samples at: <http://www.alexfeliciano.com/samples/flash.html>

QUALIFICATIONS PROFILE

Exceptionally creative, highly talented **Flash Designer & Animator** with proven expertise in delivering award-winning interactive experiences including online animations, advertising, storyboards, games, industrial demonstrations, and training tutorials. Unique artist and thinker offering fresh perspectives and insights through a passion for the visual language of design. Outstanding collaborative and interpersonal skills; ability to work directly with clients and team members to develop leading-edge products while meeting all deadlines and budget requirements.

MULTIMEDIA, WEB & PRINT SKILLS

Character Design	Web & Video Advertising	New Products & Packaging
Online Animations	Conception Design	Digital Photography/Printing
Storyboards	Marketing Presentations	Hand & Digital Painting

TECHNICAL PROFICIENCY

Applications:	Flash, Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, and Final Cut Pro.
Tools:	HTML, AS2, AS3, JavaScript, XML, MySQL.
Platforms:	Windows, Mac OS.

PROFESSIONAL EXPERIENCE

Apogee Electronics, Santa Monica, CA, 2008 - 2009 (Ongoing Contractor)

Flash Designer / Developer/ Illustrator

Contracted to creatively design visual elements and animations to market and describe products for leading manufacturer of digital audio hardware systems. Developed a broad range of Web and print advertising designs using Flash, AS2, InDesign, Illustrator, and Photoshop.

Most recently I updated the Apogee video app for web tutorials from AS2 to AS3. With the Apogee design team I created a new video player that could load multiple videos and display subtitles in any language. It was built using Flash, Photoshop, XML and AS3.

Key Achievements:

Instrumental in implementing Flash animations and banners that enhanced marketing by providing a fresh perspective on the "Duet" and "Big Ben" products.

Created tutorial interface with streaming video using Flash and XML databases.

Working with a great team of designers and beating expectations.

Nature Made, Granada Hills, Ca, 2009

Flash Animator / Designer

Contracted to working with a team of ASP .NET developers I integrated flash animations in sync with existing web content and structure using Flash, Photoshop and AS3.

Key Achievements:

Integrating Flash with streaming XML inside the .NET framework. Designing the interaction and animations using AS3.

Guess? Inc. , Los Angeles, CA, 2008

Designer / Animator

Contracted to provide successful design and programming of 25-minute, live stage presentation system for \$1.12 billion fashion giant. Assembled and edited hand-shot footage, work cycles, and motivational methods into interactive demonstration using Flash, AS2, Premiere, and Photoshop.

Key Achievements:

Fulfilled special request for on-demand access to information, tables, maps, and video, as well as capability for open dialog between presenters and attendees.

Transcended the language barrier using visual elements and animations to captivate an international, multilingual audience.

Vision Scape Imagery, Los Angeles, CA, 2006 – 2008

Interactive Designer

Designed and developed award-winning touch screen information kiosks for home builders for full-service architectural visualization firm specializing in producing highly accurate, photo-realistic still imagery, animations, and interactive presentation solutions for residential and commercial developers, planners, and public decision makers. Utilized Flash, AS2, Zinc, XML, and MySQL.

Key Achievements:

Played critical role in design of “MAME 2008 Best Interactive System.”

Key player in implementing an all-Flash native design with a resulting faster system and scalable option.

Lead team member in designing and supervising development of all Interactive projects.

KooMoo.com, Los Angeles, CA, 2004 – 2006

Senior Flash Designer

Directed and participated with Interactive Designers and Animators in creating CD demos, tutorials, Web sites, and games for major clients. Utilized Flash, Illustrator, Director, Photoshop, After Effects, XML, HTML, JavaScript, and Fireworks.

Key Achievements:

Played primary role in developing onstage ad series for corporate sponsors and entertainment personalities used at major music festival.

Created album artwork, layout, and design for multiple recording artists.

Eton Fashion, Alpharetta, GA, 2002 – 2004

Flash Designer

Created online animations for sales team and marketing department. Designed and developed series of animations to illustrate “Eton Unit Production System” in real-world terms.

Key Achievement:

Collaborated with key engineers and managers to synthesize key elements of Eton's system into new visual icon set for Web and sales team.

Additional Experience & Expertise

Painting: Hand and digital painting, oil, acrylic, watercolor, pen and ink.

Fabrication: Manual modeling using thermoform, card stock, board, plastic, clay, polymer clays, fabric, stone, and wood.

EDUCATION/TRAINING

Program in Visual Arts – New World School of the Arts, Miami, FL