

ALEX FELICIANO

131 Denna Drive, Alpharetta, GA 30009

818.441.1344 • alexandcow@yahoo.com

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

Flash 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.

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.

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