

LOUISE MICHAELS

michaels.louise@gmail.com

SKILLS

Traditional Fine Art drawing
and rendering skills

Digital: Adobe AfterEffects

DreamWeaver

Illustrator

InDesign

Flash & Media Encoder

PhotoShop

Lightroom

CSS, LMS (Angel), CMS

Creative Direction

DVD Studio Pro

eCommerce

Final Cut Pro 7, Motion, Compressor

HTML

JavaScript

Mac OS and PC Platforms

Maya 3D 8.5

Open Office

Photography (35mm & Digital)

Print Management

Videography (HD shoot/edit)

EDUCATION

William Paterson University
Wayne, NJ

Leeds University, UK
BA Fine Art and Design
Magna Cum Laude

Champlain College
South Burlington, Vermont
Multimedia/Video Certification

William Paterson University
Wayne, NJ

Graduate courses:
Maya 3D modelling
Maya 3D animation
Printmaking

Montclair State University
Montclair, NJ
Graduate courses:
Filmmaking, Video and Audio

NY Digital Artists
Authoring and Animation Training

ON REQUEST

Festivals, shows, student work,
and references

My objective is to create original media and to enthusiastically and collaboratively produce clearly executed work for the success of the endeavor at hand. In order to facilitate strong communications, I hope to forward team goals with my knowledge and accomplished skills in the visual arts and in new media, while enjoying dedicated co-workers.

ACHIEVEMENTS

- Led and coordinated multimedia development strategy for the NJ History Partnership historical media kit and original rich media web site.
- Soriatane.com – original site developer. Pitched and produced Flash cell animation component to marketing team; produced all visuals and interactive Flash interface depicting causes and stages of Psoriasis, WWW Health Award 2003 for Patient Education Information.
- Original logo design for Offray Ribbon's "PhotoTextiles" accepted into NYC Design Museum; numerous published medical illustrations for brain surgery, etc.
- Currently in post-production, motion media for *The Vermont Movie: Freedom & Unity* (feature) also produced 2 segments, web site and education materials.
- Created "A Work in Progress" (feature) and "Anarchy" (short) documenting the rise and fall of socialist and anarchist factions in 19c / 20c Barre Vt.
- First place in "City Without Walls" Gallery for "Queen Tut & Last Night I Dreamed in Greek"; resulting in a NY Times Art Review of "The Gulf" photo series
- Honorable Mention for raku sculpture, Monmouth County, NJ; Honorable Mention for photography, Society of American Photographers, Newark, NJ

EMPLOYMENT

Champlain College Adjunct Faculty Digital Film Editing; Course Production Specialist (eLearning) 2011 - present

- Employing 20 years of experience in the digital production field to teach Digital Video and Audio Editing so as to expose students to myriad film genres, editing with digital techniques, learning to see and identify styles and making meaning with the film language, and more. Creating original stories through filming, editing and final compression and publishing for myriad media delivery included in curricula. Developing lessons, creating rubrics, syllabus clarity and posting assignments and reference material into Champlain's online resource Angel LMS. Conducting critiques, providing feedback and regularly involving students in their own learning experience and commitment through practice and presentations.

Perrywinkle's Fine Jewelry Creative Director for Web, and all Creative Media 2009 - 2010

- Joined original jewelry studio and retail chain consisting of 6 stores marketing top brands of jewelry, gift items and watches including Rolex, Vera Bradley, Mikimoto, Pandora, and Perrywinkle's Custom line. Managed all multimedia, photography, web, and graphics for web advertising and publishing, print, signage, promotions, and email advertising. Created Flash animated art and ads, store props and animations. Managed site development, established new requirements for a V2 site with video content to mirror the appeal and ease of use of Tiffany.com, Cartier's and David Yurman's sites.

Clear Light Interactive Corp. & m2creativemedia Art Director / Freelance Sr. Graphic Designer 2004 - 2009

- Joined design studios in 2004 as AD and Senior Designer. Create logo and branding, design for web and print, animation and video production for web. Clients included: Hard Rock Park, MyLoady, Nasonex, Seagate, Colgate, Clarinex, Proventil, National Life Insurance, The Wine Rack, Sentinel Investment, The Magic Inn, VT Children's Aid Society, Burton Snowboards, Rome Snowboards, Rossignol, Bolton Adventure Center, Special Olympics, Opus Grill, Horizon Fabrication and Vermont Floral Artistry, Stoneyfield Farms, National Geographic Linblad Tours, HoroscopePro, Mayback, MyLoady, Baraaza.com.

State of New Jersey Historical Commission Creative Director / Multimedia Producer 2003 - 2004

- Responsible for creation and management of all original concepts and prototype towards development of a new media history website. Recommended Flash for web delivery. Supervised planning, documenting and developing all media to initiate workflow and brand the site.
- Designed and implemented Flash "game" element for overall site beginning with Washington's troops in the Monmouth battle. Recommended interactivity components for each of 3 centuries of history covered.
- Designed and maintained site and prototype development for launch using Flash, HTML, ASP, JavaScript, and CSS.
- Recorded and edited audio; captured and edited video; shot historian's portraits and NJ historical sites covered in content; scanned and manipulated historical imagery for use in site (NJ Constitution, Faden Map 1777 used by George Washington, etc.)

Freelance and CNS Consultant Interactive Designer / Media Department Manager 2000 - 2003

- Responsible for web, rich media and print design and development. Original motion media and graphics for varied clients such as Hoffman-La Roche, Mt. Sinai's School of Medicine Teaching Lab, Intel/Dialogic and MerckMedco Health.
- Intel's Dialogic Division: Managed creation and production of presentations for marketing shows and conferences; produced online banner ads. Responsible for design and creation of trade show booth media, online banners in Flash, web ads, prototype web navigation-animation components.
- Collaborated with IT personnel on IA development; hired freelance and permanent programming staff and designers for eCommerce site development. Designed and developed original site for patient education (Hoffman-La Roche); landing pages, database management, and audio creation.
- Managed server updates, including 24-hour support for testing of image and code errors; managed launch and interactive collaborations with programmers.

University of Medicine and Dentistry of NJ Biomedical Communications Department Director 1993 - 2000

- Managed \$.5m budget; trained support staff; collaborated with IT personnel on development. Oversaw departmental equipment purchases, hardware and software for PCs and Macs, networking and storage strategies.
- Worked with all university departments and schools, board members, executives and faculty to develop and produce web sites, academic poster presentations, medical and promotional illustrations and publications. Evolved 5-year plan with Marketing Dept. to address children's and public health issues through a statewide poster competition. Liaison to publisher's for medical and promo publishing.
- Transitioned entire department to digital development. Purchased digital Nikon/Kodak equipment, Macs, printers, high-end film recorders and various film processors. Arranged leasing and annual budgets, as well as recommending five year growth plans.
- Liaison with neighboring NJ Higher Ed institutions to produce distance learning, web and multimedia [Rutgers-Newark, NJIT, and PHRI].
- Hired and trained staff, digital artists and photographers, many professional freelancers. Managed vendor collaboration, oversaw print runs.

AFFILIATIONS & VOLUNTEER

- Easter Seals Mentor • The CGSociety & Simply Maya Users Group • VAZT Inc. Advisory Board

Teaching Communications and Media Skills 1997 - 2011

- On-site teacher for Adult Learners. Develop curriculum and deliver in-depth instruction: topics include graphic design for web & print, illustration, photography, portfolio development skills with marketing strategies, visual literacy, hands-on production skills in stop motion and Flash animation.
- Institutions: Champlain College, Centenary College, Sussex County Community College, Randolph Technical Career Center, Essex Middle School.