

✉ rneath@rickyneath.com

☎ 407.702.3008

🌐 www.behance.net/dneath

🔗 www.rickyneath.com

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Ⓐ QUALIFICATIONS SUMMARY

An experienced team leader with strengths in developing a vision, establishing creative strategy that focuses on user-centered solutions, building strong brands, and producing multimedia tools that deliver proven results.

🎯 OBJECTIVE

To use my skills and experience to guide a team that is motivated towards achieving a common goal of developing emerging technology by stimulating audiences to action through effective UI/UX (User Interfaces/User Experiences).

⚙️ WORK EXPERIENCE

📅 2002 - Present - **Creative Director** | **YARD MEDIA**

Lead creative development of multimedia and emerging technology projects for clients

- Establish creative vision and strategy
- Project management - lead teams towards timely fulfillment of creative projects
- Relationship management and client liaison
- Managing budget
- Employee hiring, training and development
- Design and production of branding, 2D/3D animation, web design/development, mobile application emerging technology, AR / VR and graphic design projects
- Design, develop and manage UI/UX projects: user-centered research and information architecture
- Partnered in start-up for a telemedicine application which is utilized throughout the medical industry

Plan, coordinate and execute training events and workshops -

- Photoshop brushes training program for Disney artists
- Flash, Photoshop, After Effects and Final Cut training program for JNBS Creative Unit
- Motivational workshops and speaking events with Devon Harris, original member of the Jamaica bobsled team that inspired the movie 'Cool Runnings'
- Creative planning and management of events: environmental graphics - booth, backdrop, outdoor advertising

Brand and develop marketing strategies for organizations -

- Developed and implemented branding strategies for start-ups in various sectors
- Rebranding and implementing advertising campaigns for small and large companies in various sectors

📅 2009 - Present - **Course Director - Interactive Design and Usability** | **FULL SAIL UNIVERSITY**

Teach students in the Digital Art and Design Program how to create functional design for user interfaces while optimizing the user experience (UI/UX)

- Develop curriculum and content for both online and campus classes
- Conduct lectures
- Supervise lab assistants
- Conduct master lectures for the entire student body on UX for emerging technology

- **Organized Stop Motion/Drawing workshop for AnimeKon, Barbados**

- **Hosted a UI/UX panel discussion on 'Mobile First' during Hall of Fame event**

- **Panelist in Hall of Fame discussion on transmedia**

📅 2001 - 2002 - **Senior Art Director** | **BLACK COFFEE PRODUCTIONS**

Creative and art direction for multimedia projects

- Client liaison
- Concept development
- Design and production for interactive projects, 2D/3D animation, video production and graphic design

📅 1995 - 2001 - **CEO/Creative Director** | **D' EDGE LIMITED**

Operated a design studio with a client base of companies from various sectors

- Client liaison and relationship management
- Hiring and team leadership
- Concept development
- Design and production of artwork for digital output
- Print supervision
- Administration
- Budgeting

📅 1990 - 1994 - **Art Director** | **ELECTRONIC EASEL LIMITED**

Developed creative designs for a wide range of clients

- Team building and training
- Client liaison
- Concept development
- Design and production of artwork for digital output

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🔧 SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe Dreamweaver
- Adobe InDesign
- Adobe XD
- Maya
- Apple iWork
- Microsoft Office Suites
- Sketch
- Axure RP

🧠 CAPABILITIES

- Communication & Leadership
- Project Management
- Client & Vendor Relationships
- Conceptual Development
- Strategic Planning
- Budgets
- Resource Management
- Marketing & Branding
- Staff Training & Development
- eLearning
- Motion
- Higher Education
- UX / UI Design
- User Centered Design
- CSS / HTML
- Wordpress

💡 AWARDS / ACHIEVEMENTS

- ADDY Award, Orlando Advertising Federation
- Best in Category (Brochure Design), Florida Printers Association Annual Competition
- Award of Excellence, Florida Printers Association Annual Competition
- Hermes Creative Awards
- Award of Distinction, Creativity 34 Annual Competition
- Marcom Creative Awards
- Design Firm Awards
- American Design Awards
- The Summit Creative Awards
- Exhibited fine art in mixed media at City of Casselberry's exhibition, "Movement in Color"
- Exhibited fine art in the United Kingdom
- Featured in the 'Orlando Sentinel'
- Top ten finalist, Jamaica Observer Annual Calendar Competition
- Kingston Junior Chamber Certificate of Merit for excellence in graphic production

🎓 EDUCATION

2012 - Full Sail University,
Winter Park, Florida

Master of Fine Arts - Media Design

**Certified by Washington Evaluation Services
as having the equivalent of a Bachelors
Degree in Computer Graphic Design**

2000 - Full Sail University,
Winter Park, Florida

Associate of Science - Computer Animation

1993 - Edna Manley School for the Visual Arts,
Kingston, Jamaica
Visual Arts / Graphic Design

🎨 ACTIVITIES + PERSONAL INTEREST

- Traditional Art (Painting)
- Drummer/Percussionist
- Golf (volunteer as a golf coach for local non-profit group)
- Soccer

👤 REFERENCES - Available upon request



January 29, 2018

The Manager
FIS
2001 Summit Parkway
Orlando, FL 32810

Dear Sir/Madam:

With my vast experience in user-centered design, brand development and team leadership, I consider myself to be the perfect candidate for the position of User Experience Lead at FIS. As such, I would like to be considered for this position.

My background in visual design for both print and emerging technology extends over many years, and in addition to providing those services, I have also had the privilege of helping launch the careers of many students through my position as Course Director at Full Sail University. I have spent the last eight years instructing them in how to achieve excellence in the creation of site maps, wireframes and prototypes in the Interactive Media Design and Usability class. My skills have covered research methodology and every gamut of user-centered visual design, and I have received awards both for my print and interactive work. The industry ADDY award is counted among these, but you can view the rest of my awards on my Linked In page at <https://www.linkedin.com/in/rickyneath>. You can also view some work samples at www.behance.net/dneath.

I am very interested in learning more about the position and sharing with you what I would bring to the table. Please contact me at rneath@rickyneath.com or at 407-702-3008 to arrange a time for us to meet. I am looking forward to connecting with you or your representative soon.

Sincerely,

A handwritten signature in black ink that reads 'Neath' with a stylized flourish.

Delroy 'Ricky' Neath

January 30, 2017

Mr. Robert Reid
Animation Specialist
Youth Employment in the Digital and Animation Industries Project
Ministry of Science, Energy and Technology
36 Trafalgar Road
Kingston 10, Jamaicans

Robert:

Thanks for passing on the Terms of Reference. I am sending some notes to consider in putting the final draft together as well the cost for consultancy.

Please note, that given the scope, the consultancy should be for a Festival Director, not coordinator. The Director's responsibilities would include the branding and design of the overall festival, as well as guiding the team towards execution of the concept and coordinating the event. Coordination would be only one aspect of the position.

4.2 Duration of Contract

The assignment will span a period of approximately 6 months and will cover pre-event, event and post-event activities. (6 months seems to be more in keeping with the time that it should take to execute the type of event that I have in mind although I am aware of your time limits. Of course, I have already put some work in through CDX, and would happily incorporate that into this position especially with a listing as a sponsor/partner)

5.1 Scope of Work

I noticed that you included the web development, design and mobile application for the event in the scope of work. It is no problem to add that, but please note that those services: web and mobile design development, print design and development, programming, outdoor advertising design has been included in the remuneration. If we need to separate that, we can do so.

1. Under item stating "In collaboration with the Website Development Team, ..." please note that should be restated to include terminology akin to... "Develop concepts and manage production of website, mobile application, advertising and print promotion, including the managing, editing and proofing of content created by the PR and Communication Consultant, ensuring website quality control mechanisms are in place, and that schedules and deadlines are adhered to."

Remuneration:

US\$100,000 to include:

Event direction and coordination of contractors, vendors and suppliers, social media strategy, project management, creating competitions, create, design and develop brand, website and mobile application, print, and outdoor advertising.

Not included: Travel expenses including airfare, food, accommodations to meet with vendors, sponsors and potential participants outside of the island.

I am open to discussion if you have any questions.

2000 - Full Sail University,

Winter Park, Florida

Associate of Science - Computer Animation

1993 - Edna Manley School for the Visual Arts,

Kingston, Jamaica

Visual Arts / Graphic Design