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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