

# JOANNA NEWMAN

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## FREELANCE | DESIGNER, ANIMATOR, COMPOSITOR | MAR 2012 - PRESENT

### recent highlights...

#### Launch, a division of Charlex (since Oct 2012)

- » Composited 3D passes and build backplates using cameras and nulls from 3D department for dozens of pre-visualization commercials [including Stella Artois, Budweiser, Hershey's]
- » Created special effects using various AE plugins (Trapcode Particular, Form, Shine, Optical Flares, etc.)
- » Designed various page layouts for company website & created interactive PDFs for pitches and presentations using InDesign

#### Hornet Inc, Directors: Dan & Jason, Arman Matin, Peter Sluszka, Santa Maria (since Feb 2012)

- » Composited 2D & 3D motion tracking, keyed footage, and rotoscoped for stop-motion commercials [Kellogg's, McDonald's, OPG]
- » Composited green screen footage onto 3D backgrounds with a hybrid of 2D animation. Led all stages of post-production, including keying, clean-up, and color correcting. [Nordstrom Rack Commercial]
- » Animated and composited four watercolor style videos with traditional 2D animation [Shaklee]

#### Concentric Entertainment

##### "The Brian Boitano Project" on *HGTV*, 4 episodes (Dec 2013)

- » Created show title, bugs, several floor plan animations, and several 3D camera projected room preview renderings with custom textures

##### "Cans Make The Meal" on *Cooking Channel* (Jan 2014)

- » Designed and animated show opening title sequence, bug, and lower third

##### "Semi-Homemade" with Sandra Lee | "From The Kitchens Of" with Brigitte Nguyen | "Thanksgiving Live" on *Food Network* and *Cooking Channel* (multiple seasons since 2010)

- » Designed and printed labels on set for featured food products used on camera by the various celebrity chefs

### other clients include...

Iced Media, Oscilloscope, Plus, Show + Tell, Buffalo Picture House, Caelum Media, Illium Pictures, Bokeh Pictures, Billboard, Miss Universe, The Seventh Art, Trajectory Films, EO Integration

## SPOT CREATIVE | ART DIRECTOR & ANIMATOR | SEP 2010 - FEB 2012

- » Led animation team; created storyboards/styleframes for presented scripts and company pitches, and edited several corporate videos
- » Composited a wide variety of shots, including motion-tracking, stabilizing, keying, & roto [Time Warner, Verizon, Bloomberg, Nuance]

## NEW YORK UNIVERSITY | TISCH SCHOOL OF THE ARTS | SEP 2006 - AUG 2010

#### Education

- » B.F.A. in Film & Television | May 2010
- » Coursework: Animation & Film Production

#### Animation Department, Technical Assistant

- » Assisted students and teachers with various animation programs and technical setup and coordinated use of audio, camera, and lighting equipment

## SKILLS | SOFTWARE & SPECIALTIES

**After Effects** | experienced in vector-based motion graphics, compositing with 3D passes and building scenes from exported 3D cameras and nulls, keying, motion tracking, rotoscoping & cleanup

*plugins & effects: Particular, Form, PriMatte, Element, Optical Flares, Starglow, Shine, and more*

Illustrator | Photoshop | InDesign | Premiere | Final Cut Pro | Cinema 4D