

# JOANNA NEWMAN

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

### recent highlights...

#### **Hornet Inc, Directors: Dan & Jason, Arman Matin, Peter Sluszk, Santa Maria**

- » Animated and composited four watercolor style videos with traditional 2D animation [Shaklee]
- » 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]
- » Compositing, motion tracking, and rotoscoping for stop-motion commercials [McDonald's & OPG]

#### **Launch, a division of Charlex**

- » Composited 3D elements, designed backgrounds using 3D cameras and nulls, and created visual effects for dozens of pre-visualization commercials [Stella Artois, Budweiser, Hershey's]
- » Keyed and composited footage onto 3D characters
- » Create interactive PDFs for pitches and presentations using InDesign

#### **Concentric Entertainment**

##### **"The Brian Boitano Project" on HGTV, 4 episodes**

- » 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**

- » 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**

- » 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**