

JOANNA NEWMAN

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

recent highlights...

Launch, a division of Charlex (since Oct 2012)

- » Composite 3D passes and build backplates using cameras and nulls from 3D department for dozens of pre-visualization commercials [including Stella Artois, Budweiser, Hershey's]
- » Create special effects using various AE plugins (Trapcode Particular, Form, Shine, Optical Flares, etc.)
- » Create 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, Premiere, Element, Optical Flares, Starglow, Shine, and more

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