

MICHAEL GELLMAN

CREATIVE DIRECTION AND DESIGN

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Professional Experience

Creative Director. Motiplex Media. *Washington, DC* Feb 2017- Current

Founded, manage and function as Creative Director for a boutique design and media services company. Clients include several television networks and production houses, corporate clients, non-profit organizations and government agencies. Work has appeared on Television, the Web and on Social Media Platforms.

Lead Designer. Half Yard Productions. *Bethesda, MD* May 2013 - Feb 2017

Design lead on producing 3D/2D graphics and show packages for several television shows and series. Created visual elements and titles for the Discovery Channel, Velocity, TLC, Bravo, Nat Geo Wild and others.

Senior Animator. Starshooter Entertainment. *Washington, DC* Sep 2012 - May 2013

Responsibilities include production and technical direction of 3D models, textures and shaders for environmental and character assets. Organizing and developing the pipeline through various stages of production.

Senior Artist. Rebel Arts Animation Studio. *Washington, DC* Aug 2009 - Sep 2012

Responsibilities include producing 2D and 3D artwork, models, textures, animation, visual effects, camera tracking, rigging, compositing, motion graphics and performing any supplementary artist and animation related tasks. Work has appeared on Television, the Web and on Social Media Platforms.

Visual Effects Artist. National Geographic. *Washington, DC* Jun 2008 - Aug 2009

Responsibilities included 3D modeling, setup, animation, texturing, lighting and rendering. Communicate with Director, Art & Animation; Series Producers, Producers, and Post Production Supervisors in order to realize creative objectives and budgetary restrictions concerning art and animation projects.

Graphic/Media Designer. Moon Marketing & Advertising. *Savannah, GA* Sep - Mar 2008

Edited and produced television commercials in the Georgia/South Carolina area. Created and maintained websites for small business entities using html, flash, php and web tools. Responsibilities also included print ads, brochures, business cards, billboards and special events.

Additional Experience

Creative Direction & Project Manager. Motiplex Media. *Washington, DC* Feb 2017- Current

Manage multiple mixed media projects and client relations from inception to final delivery. Ensured final pieces are developed and delivered using the latest industry standards and at the required specifications.

Related Skill Set

Creative Direction, 3D, Infographic, Kinetic Text and Graphic Design, Social Media and Branding, Video Editing, Animation.

Maya, Max, Mudbox, Nuke, After Effects, Premiere, Final Cut, Dreamweaver, WordPress CMS, Face/Setup Machine, Render Man, Adobe Suite, MS Suite and Others.

Working knowledge of: MEL, Flash, PHP, HTML, CSS, Terragen, Google Analytics and Distributed Rendering.

Education

MA | Animation, 2009
Savannah College of Art and Design
Savannah, Ga.

BS | Architecture, 2005
University of Virginia
Charlottesville, Va.

Accolades

Gold Award, TIVA Awards 2011 for Motion Graphics: 2D/3D Animation Over \$25,000

Nominee, Red Stick Pitch Festival 2008 for animated series "About Woo"

**references available upon request*