

# DAMNDIGITAL

Damn Digital Studio LLC  
45 Main Street, Suite 410  
Dumbo, Brooklyn, NY 11201  
info@damndigital.com  
www.damndigitalstudio.com  
T. 347.560.1961 F. 530.685.5446

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## SUMMARY

- Six years Flash Design.
- Four years ActionScript 3.0 design and programming experience Flash and Flex IDE with MXML.
- Six years HTML CSS and Expert Photoshop experience.
- Strong background in Commercial Arts with six years of web and print design.
- Experience with rich-client interfaces and Rich internet application UX.
- Ability to synthesize complex requirements, generate design concepts by providing wireframes, storyboards and carry these through to completion.
- Ability to develop and communicate User Experience design guidelines, templates and standards.
- Proven experience defining, developing and documenting UX design and interaction requirements/specifications.
- Experience creating low & high fidelity interactive prototypes using Flash Catalyst, Illustrator, Photoshop & Acrobat, Visio & Axure.
- Strong understanding of Social Media, maintaining a full Social Networking presence on social sites & blogs.
- Focused path on Mobile, Tablet, Touchscreen, Multi-touch surfaces, 3D Projection Mapping, AR & Kiosks.

## SOFTWARE & LANGUAGE SKILLS

ActionScript 3.0	Sencha	Phone Gap	Final Cut Pro
Flash/ Flex	After Effects – Motion Graphics	Acrobat	Microsoft Visio
Dreamweaver	Illustrator	SEO	Adobe Master Suite CS 5
Flash Catalyst	InDesign	Acrobat	iPhone SDK
XML	Fireworks	CSS 3	MAC OS X & Windows PC
JavaScript	HTML 5	PHP	Zinc
Android SDK	jQuery – jTouch - jTools	Caurina API	Gaia Framework
Powerpoint	Greensock API	Microsoft Visio	AutoCADD

## EXPERIENCE

### Damn Digital Studio

#### *Flash Application Development, Multimedia Design*

(July 2005 – Present)

- Developed Flash Actionscript 3 animated applications and websites for tablet and touchscreen applications for conventions and sales promotions
- Generated Client Project Specific Schedules
- Managed communication between client and design team, translating the client's needs to design team
- Tracked creative production progress to keep inline with production schedule
- Performed electronic/print routing of assets and site copy for proofing and quality assurance
- High attention to detail and final pass QA/QC
- Developed & deployed mobile website CSS
- Develop desktop AIR and AIR for android applications
- Created brochures, business cards and multi-media branding communications.
- Web Management CMS using Wordpress, have an understanding of Sitecore, Drupal and Joomla.
- Designed and Developed Flash quiz and games with ActionScript 3, XML, PHP and CSS
- Edited videos content with Final Cut Pro and Adobe Premier Pro working with audio technicians to master video and audio sync
- Deployed video to web, encoding & implementing via HTML5 video embed & custom Flash video player.
- Created motion graphics and kinetic text using Flash & After Effects

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- Experience with rich-client interfaces and Rich internet application UX
- Ability to synthesize complex requirements, generate design concepts by providing wireframes, storyboards, and carry these through to completion
- Ability to develop and communicate User Experience design guidelines, templates, and standards
- Proven experience defining, developing, and documenting UX design and interaction requirements/specifications
- Designed & developed dynamic HTML, CSS, Flash, jQuery & XML powered website layout prototypes & final product with strong attention to User Experience standards
- Developed and designed corporate identity for recognizable long-term branding and market place appeal
- Organized public relations events, social media campaigns, photo and video shoots
- Maintained company proposals, operations reports and financial reports for annual review

## Clients have included:

### **Kitara Media**

*Actionscript Interactive Development*  
(March 2011 – May 2011)

- Actionscript advisor in the development of in house games and advertising integration
- Developed a smart integrated Flash module loading application built utilizing Actionscript 3.0 OOP and JavaScript to integrate pre-roll, post-roll, overlay and bug video advertisement clients with Actionscript 2 and Actionscript 3 games and other dynamic and interactive content such as videos and surveys
- Translated Actionscript 2 games to Actionscript 3
- Assisted creative team with preparations for the development and launch of a brand new game to be integrated in the Facebook API and monetized with virtual currency through a third party and with Facebook's virtual currency.
- Participated in weekly scrum meetings leading to the launch of new products.

### **Harrison & Starr**

*Flash Application Production Updates*  
(April 2011)

- Supported agency's need to meet deadlines for medical convention by assisting with editing application XML, Flash kiosk content, Illustrator designed graphs and graphics, for placement on large screens and iPads

### **Centocor Ortho Biotech Inc.**

*Project Management & Application Development*  
(February 2011)

- Developed a smart interactive slide presentation application in the Flex IDE to remove the arduous task of speakers having to hand select individual powerpoint slides for every single presentation
- Built application using Flex and the Robotlegs pure AS3 micro-architecture framework
- Managed client team members -designer, developer, QA tester - in keeping project on strict timeline and meeting all developmental milestones (team members were local and remote)
- Communicated user interface requirements to team members.
- Conducted full-scale user experience UX testing and quality assurance tests for cross platform optimal performance
- Built proof of concept (POF) to show client that special deployment stipulations could be met
- Consulted and made recommendations on execution methods
- Managed client expectations with timeline, daily development updates and weekly live or virtual demos

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## **Medical Knowledge Group –through DraftFCB –for Boehringer Ingelheim Pharmaceuticals**

*Flash Animation– Application Development*

(December 2010 – January 2011)

- Developed & animated touch screen tablet (iPad, tablet PCs) panels/pages for pharmaceutical drug sales
- Utilizing a custom MVC framework, Greensock and SFX for Skura APIs in the Actionscript 3.0 language
- SVN command-line subversion
- Final pass QA/QC to insure a rich-client interface and unique UX

## **Vogel Farina a Grey Healthcare Company of WPP –for Novartis Pharmaceuticals**

*Flash Application Development*

(October 2010 – December 2010)

- Developed Flash Kiosk applications for use at Medical/Pharmaceutical conventions using ActionScript 3.0
- Developed a learning concentration game/activity used to raise awareness of the “The Path to a CML” cure.

## **Macy's.com**

*Holiday Site Flash Design & Development*

(October 2010)

- Assisted with asset layout & development of Macys.com Holiday 2010 E-Commerce website
- Prepared images for external load at runtime along with button rollovers and vector graphics
- Worked within the Gaia and Greensock framework

## **DynamicLogic a Milward Brown Company of WPP**

*Interactive in Video Survey Development*

(June 2010 - October 2010)

- Plan, manage and producing a Flash client dynamic survey creation engine, using ActionScript 3.0, ECMAScript, XML, PHP and JavaScript
- Building a dynamic loading Flash UI survey capable of processing multiple question types at runtime for various clients collecting millions of clicks in user survey data daily
- Building outward speaking SWFs to collect Videolytics from Flash Video Players with in video/banner Flash survey UIs
- Designed and developed reusable components

## **Optical Society of America**

*Web Development, Redesign Team Support*

(May 2010 – June 2010)

- Provided fast paced Web Desk technical assistance using Track-it Software for work orders
- Created brand new HTML and ASPX web pages for immediate update on multiple live sites
- Updated and troubleshoot existing pages for errors in code, copy and links
- Updated and migrated current site information to new site while maintaining other live sites

## **Marcum Group**

*Interactive Multimedia Design & Application Development*

(February 2010 – April 2010)

AFCSCareers.com (Air Force Civilian Service Recruitment Kiosk and Website)

- Developed an interactive touch screen enabled recruitment Kiosk program for AFCS national touring job fair
- Programmed and designed from the bottom up a Flash Interactive, highly stylized personality test geared toward entertaining and attracting S.T.E.M's (Scientists, Technicians, Engineers and Mathematicians) for employment recruitment

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- Animated, using ActionScript 3.0, various kiosk stories designed in Illustrator, integrating sound elements, video, external SWFs and various “touch” and mouse interaction
- Designed and coded location, site and navigational maps with various interactive features within the kiosk program to enhance user experience
- Created and edited video and multimedia content using Final Cut Pro
- Optimized Kiosk program when it was discovered to not be compatible with display computers.
- Meticulously debugged, redesigned and recoded individual broken Flash programs within the overall kiosk program which consisted of 30+ story elements.
- Edited and fixed broken AS3 code designed by other team members
- Updated XML data for OOP AS3 includes

## **Battery Interactive**

*Actionscript 3.0 Animator*

(January 2009 – May 2009)

Mark. Avon Competition:

- Animated banners & website landing pages for “Rebel Rose Costa Rica” brand and “Meg & Dia” campaigns.

## **Many Ads Inc.**

*Graphic Design Branding Collateral*

(September 2008 - January 2009)

- Flash website maintenance
- Created multi-media branding communications: PowerPoint templates, Blog Site, Flash Website updates.
- Acquired imagery designed to enhance visual appeal of corporate copy information
- Understudied Sales Director, selling ad space inventory to related advertisers through CPA, CPM and CPC

## **Lawrence N. Field Center for Entrepreneurship**

*Graphic/Web Design “Pro-Bono”*

(January 2007 – May 2009)

Student Division “Baruch CEOs Entrepreneurs Society”

- Created Ads for Published Newspapers and event flyers
- Managed and updated blog site and social media site
- Designed Flash website concept using Actionscript 3.0

## **SENIOR MANAGEMENT**

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### **Danii Oliver, CTO**

Baruch College, Zicklin School of Business and Weisman School  
Bachelor of Science, Graphic Communication, Marketing & Management  
Special Area: ActionScript 3.0, Flash & Flex, HTML, CSS and JavaScript Web Design and Internet Marketing  
[www.daniioliver.com](http://www.daniioliver.com)

### **Kevin Brathwaite, Managing Director**

NYIT, New York Institute of Technology, School Engineering and Computing Sciences  
Bachelor of Technology, Computer Technology & Electrical Engineering  
Special Area: Emerging Technology, Systems Administration, AutoCADD  
[www.kevinDbraithwaite.com](http://www.kevinDbraithwaite.com)

## **PORTFOLIO**

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[www.aboutdamn.com](http://www.aboutdamn.com)