

# Matthew Gierula

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## Summary

I am a high performing team member who consistently meets very demanding and ever changing deadlines through effective multitasking, organizational skills, and attention to detail. I am currently seeking a position utilizing my experiences as a multimedia developer, motion graphics designer and 3d animator with the opportunity for professional development and advancement.

## Work Experience

### *Specialized Productions Inc, Kutztown, PA*

*April 2009 to October 2009*

Full-time position creating 3d animation and motion graphics primarily for the casino gaming industry.

- Collaborated with coworkers and clients to develop animations for the enhancement of the customer experience and promote special events and contests.
- Managing work flow with clients and aiding in the decision making process to meet their promotional needs.
- Provided technical assistance for computer software and hardware maintenance and selection.

### *Lehigh Valley Health Network, Allentown, PA*

*March 2004 to October 2008*

Full-time position with the Multimedia Communications Department primarily serving the needs of the marketing and clinical research departments. Work directly with fellow professionals and medical staff to create scientific, educational and promotional materials to increase revenue, public awareness and prestige of the hospital in the local community and nationally.

- Collaborate with marketing directors to create 3d animation and motion graphics for the hospital's Annual Meeting, HD video wall, web site, and special events. Intelligently integrate complex medical concepts for award winning scientific exhibits and PowerPoint presentations for medical staff presenting at national and international conferences.
- Collaborate with in-house architects to advance the creation of 3d fly-by animations of two of the hospitals campuses that were used to promote opening events after individual expansion projects.
- Collaborate with medical and marketing staff to create illustrations and image enhancements for publications.
- Collaborate with AV services to discover a software solution for the display of HD video content on a plasma wall TV system.
- Provide recommendations in weekly department meetings to improve efficiency over time and provide greater customer service. An example increased effectiveness by redesigning our job intake forms.
- Research and select the best hardware and software solutions for the department's graphic, animation, and video editing needs.

### *Shadow Box Pictures, Yardley, PA*

*July 2002 to March 2004*

Freelance position creating 3d animation and motion graphics.

- Created visual effects and 3d animated opening title sequence for Shadow Box Pictures produced movie, "The Eliminator".
- Collaborated with marketing and production staff to create 3d animation and motion graphics for television commercials, pharmaceutical product marketing, Johnson and Johnson Annual Meeting, and various trade shows.

### *Environmental Tectonics Corporation, Southampton, PA*

*February 2000 to August 2001*

Full-time position with Creative Visualization Lab creating a wide variety of multimedia presentations for company products.

- Created 3d animated opening movie and design template for presentation to Walt Disney Company for the manufacture of 'Mission Space' theme park ride.
- Created interactive CD-ROM sales presentation using HTML for Bara-Med hyperbaric chamber which directly generated a 200% sales increase in Japan and boosted sales in American and European markets.
- Created 3d animations and assisted in 3d interactive programming for system used to train fighter pilots night time target recognition.
- Aided the engineering staff in the industrial design of a next generation medical oxygen therapy chamber.
- Edited promotional demonstration videos for the marketing of future products.
- Researched and selected the best hardware and software solutions for the department's graphic, animation, and video editing needs.

### *Icon Communications (E-house Media), Pennsauken, NJ*

*September 1999 to January 2000*

Full-time position creating 2d computer graphics for web site design. Worked with client representatives to design web sites for the following companies:

- StarsGallery, e-commerce site of paintings by famous entertainers.
- Communications Concepts Group, Inc., an e-commerce site for direct marketing and printing company.

### *AIP Network, Pennsauken, NJ*

*May 1997 to September 1999*

Full-time position creating 2d/3d computer animation and broadcast graphics for various clients.

- Collaborated with production staff on broadcast graphics for weekly television series, "America's TV Job Network" that won a Mid-Atlantic Emmy Award for Production Design in September of 1999.
- Designed the interface for "America's TV Job Network" web site.
- Helped to train sales and marketing staff in use of the internet and computer software to improve productivity and generate revenue.

### *Intelli-media, Malvern, PA*

*November 1995 to May 1997*

Full-time position as Multimedia Artist and Art Director.

- Worked with writers, producers, physicians, and client to create interactive CD-ROM presentations for Parke-Davis Pharmaceuticals that trained sales representatives on the efficacy of Lipitor and the science of cardiology.
- Supervised four artists in production environment creating 2d/3d computer animation, presentation graphics, and video.

## Education

*BFA in Animation from the University of the Arts in Philadelphia, PA, 1991-1995*

## Software

- Adobe Photoshop CS4
- Adobe Illustrator CS4
- Adobe InDesign CS3
- Adobe After Effects CS3
- Adobe Premiere Pro CS2
- Adobe Dreamweaver CS3
- Adobe Flash CS3
- Autodesk 3ds MAX 2010
- Autodesk Maya 2008
- Autodesk AutoCAD 2000
- Canopus Edius 3
- Microsoft Office 2003
- Quark Xpress 6.5

## Achievements

For AIP Network, 'America's TV JobNetwork' was awarded an Mid-Atlantic Emmy for Outstanding Production Design in September, 1999.