

CHUCK CARSON

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SOCIAL MEDIA ARTIST/CREATIVE DIRECTOR

Creative Director with a proven record for driving business for diverse industries, passion for creating sharp professional, and unique designs and messages that immediately attract attention and drive responses. Skilled in developing high impact marketing materials, brand identities, print design and artwork for social media games and APPS. Track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams and leading by example. Dedicated to finding the most cost-effective and creative solutions for all challenges. Known for taking on a hands-on approach, directing artists, collaborating with clients, and bringing creative concepts to life.

Career Success

SERRYS DESIGN COMPANY 2016 - CURRENT WEB DESIGNER/GRAPHIC ARTIST

Design responsive sites for various clients, from cleaning services to life coaches, working mostly with WordPress.

Key achievements:

- design the look of the sites while working directly with the client in most cases.
- Design logo and branding for clients.
- Utilize my skills of Photo-shop, Illustrator and design.
- Learning CSS
- manage outsourcing for various tasks

WRIGHT DRILLING & EXPLORATION 2016 - CURRENT (AS NEEDED) ART DIRECTOR/FREELANCE

Work with a high- performing creative team to successfully execute design projects for high end advertising campaigns. Develop and maintain graphical standards, templates, and resources.

Key achievements

- Designed book cover and several illustrations for a book project for the CEO of the company.
- Created banners and brochures in extremely tight deadlines for events.
- Provided branding and direction for several campaign events.

BRUTUS MONROE 2016 - CURRENT INSTRUCTOR/FREELANCE CONTRIBUTOR

Create online courses for art instruction, ranging from art basics to more advanced techniques. I also created art themed sets for stamps, ranging from holiday themes to year round designs.

Key achievements

- Helped create and design the Chuck Carson collection for stamp sets.
- Currently designing basic art themed online courses.

META3DSTUDIOS 2010 – CURRENT (AS NEEDED)

3D/2D SENIOR ARTIST

Work remotely coordinating with the with the team to create art and concept work for various projects. Ranging from projects for video games or app creation.

Key achievements

- Provided Concepts and 3d model creation for the SYFY game Monster Island.
- Created several over head maps for Disney theme parks and others used to be used for APPS.
- Created 2d environment, props and character animations for unnamed project.
- UI design work on unnamed project.

MITRE MEDIA 2013 – 2016

ART DIRECTOR

Expertly led the creative direction of such high profile accounts as “The Art Sherpa” successfully designing for her the look and feel to help her brand stay current so she could focus on her content and live show.

Key achievements

- Managed the Art team.
- Created traceable art work she can give to her clients
- Designed marketing materials to help promote her brand
- Ensured the timely completion of product used in various marketing campaigns
- Supplied art to sold in online shop to help promote the brand
- Designed and created an graphics for an APP for “The Art Sherpa” brand.
- Worked with small team to create the game “Stickypigs” art assets including concept designs, marketing, animations,FX, UI design.
- Designed Logos and Business cards for various company's created by or working directly with Mitre Media

QUIBIDS 2012 – 2013

ANIMATOR/ILLUSTRATOR

Designing the look and feel of the project, creating prototypes of game play using in game assets, from characters to props and FX.

Key achievements

- Created animations and FX for several projects simultaneously, assignments range from bubble popper to slot game with a wide range of styles.
- Collaborated with the production team to determine the best methods of work flow, asset creation and solving technical issues.

- Using Jira to help keep track of bugs and art needs for the projects, this resulted in an increased in production time and the the timely completion of deliverable's.
- Working directly with the marketing department to create ads that meet the highest quality look and required file size.

A LITTLE ENTERTAINMENT 2010-2011

SENIOR ART/ART LEAD

Worked with the art director to help design the look and feel for several projects. Created concept designs including game assets, character design, prop and FX, plus working marketing department.

Key achievements

- was given my own project to lead successfully
- managed outsourcing team, to make sure deliverable's and milestones were met.
- designed characters and props for cruise-time
- worked directly with lead programmer to verify all assets were handled in a timely manner.
- Collaborated with the marketing team to make their art needs were met.

PISTUDIOS 2004 – 2009

SENIOR ARTIST

Responsible for vehicle and prop creation on various projects, established visual and technical details to achieve desired look and feel of all interfaces such as vehicles and artillery components.

Key achievements

- Created my own level in the Wallenstein 2009 project
- Contributed art assets, while collaborating with producers, art directors and other artist to help solidify vehicle pipelines and game play aspects.
- Established visual and technical details to achieve desired look and feel of all interfaces such as vehicles and artillery components.
- Created several Tanks for “Call of Duty2 and the big red one” that were used as the main option in game.

TERMINAL REALITY 1995 – 2004

SENIOR ARTIST/ART LEAD

Played an essential role in the look and style of the entire social gaming universe for many of the games in Terminal Reality's beginnings, including the games Monster truck madness, 1 and 2, hellbender, Cart Precision Racing, Nocturne, 4x4 Evo 1 and 2, Demonik (which was canceled, but was shown in the movie “Grandma's boy”.

Key achievements

- Successfully lead the art team on several projects including the Monster truck Madness series.
- Mentored and trained new artist. Developed concept art while working with producers to ensure the art teams met project deadlines and milestones.
- Contributed the vehicle assets for several game projects, including the Blood Rayne series.

- Created 3d model/texture assets for environments, weapons and vehicles. Ensured complete and adequate pre-production and testing of new concepts/techniques prior to production.

OTHER NOTABLE EXPERINCE

UNITED STATED NAVY 1988 – 1992

- Served in the U.S. Navy with deployment during Desert Storm to support U.S. Ground forces in remote locations.
- Contributed artistic abilities, creating cartoons for the ship newspaper for years, rendered artwork for the flight plan for the 7th fleet for a year.

EDUCATION AND TECHINICAL SKILLS

THE ART INSTITUTE OF DALLAS

- Associates degree in computer animation

SOFTWARE

- Adobe PhotoShop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premier
- 3d Studio Max
- Autodesk Maya

TRADITIONAL HANDSKILLS

- concept design
- illustration
- logo design
- branding
- cartoon