

Robert Jan de Vries

UX | Motion Graphics | Compositing
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An art director, motion graphics expert, compositor, UX, and UI designer with 15+ years experience in broadcast, advertising, post-production and editing as well as 5+ years in digital media. Extensive industry knowledge in campaign production, network toolkits and user experience resulting in high quality results.

Professional Experience

Freelance | New York, NY

Direct to client, ad agency and production studio experience.

Work with E-level producers and creatives managing accurate production workflows, deadlines, resources, potential budget issues along with planning and accomplishing QC process.

Mentor junior team members, collaborate with producers and creatives to ensure studio and agency goals.

Actively engage with teams to find efficiencies in their techniques including pipelines, templates and toolkits.

Expert knowledge in 2D animation, live action compositing, digital clean up, roto and key Proficient in 3D builds/animation, UX, UI, visual and responsive design.

Projects and Skills:

- UX Design for B2B News Media from wireframes through the prototyping stage.
- Lead and manage broadcast campaign packages, including but not limited to cohesive opening / end credits, lower thirds and full page graphics. Channels range from sports to documentaries.
- Toolkits for fortune 500 companies using animation and advanced expressions prepped for novice clients integrating flexible company branding
- Digital animated prototypes

Direct Clients: Vice, L'Oréal, HBO, Line Webtoons, Source Media, The Condo Store Canada, The Rosseau Group, Docutainment Films, TV Land and many others

Production Companies and Agencies: Transistor Studios, Ogilvy, Saatchi & Saatchi, Taylor James, Click 3X, The Lab, 99 Tigers, Nomad Editing, Friendshop

HBO | New York

Sr. Graphic Artist | 2006 – 2013

Collaboration with internal, external clients and their stakeholders while supervising graphic artists, freelancers and external vendors.

Created efficient workflows strategies for recurring projects, assuring quality maintenance for each of HBO's 15 brands.

Worked with connected departments to set up curated procedures and documentation using MAM (Media Asset Management).

Initiated and led new graphic bay hardware and software installation including budget management and timelines.

Developed archiving policies for graphics department, including transfer process between Mac suites and PC edit bays while maintaining quality, color space and wait time limits.

Projects:

- 2013 HBO Boxing rebrand, including PPV, WCB, BAD and Latino outlets
- Digital retouching of on-air, DVD, Blu-ray and digital masters

Parsons School of Design | New York, NY

Adjunct Faculty | 2010

Taught, prepared course material and facilitated the following courses:

- Visual Effects | Advanced Compositing and Effects: Curriculum designed to develop advanced strategy and process for digital compositing, production workflow and planning. Fostered student knowledge through problem solving real world production challenges and exploration of creating original animation effects.

Skills & Expertise

Motion and VFX:


- Adobe Creative Suite:
 - After Effects (including advanced Expressions)
 - Premiere Pro
 - Media Encoder
 - Photoshop
 - Illustrator
 - InDesign
- Plugins:
 - Particular
 - Form
 - all other Trapcode plugins
 - Magic Bullet Suite
 - Keying Suite
 - Optical Flares
 - Element 3D
 - Mocha
 - Sapphire
- Cinema 4D
- Autodesk Flame
- Autodesk Smoke
- Final Cut Pro
- Avid Media Composer
- Avid Interplay
- Compression Standards
- Media Asset Management (MAM)

Digital:

- Adobe Creative Suite:
 - UX
 - Dreamweaver
 - Photoshop
 - Illustrator
- Bohemian Sketch
- Axure
- Invision
- Google ARCore
- CSS
- JavaScript
- jQuery
- PHP

Personal / General:

- Client facing experience
- Managing and mentoring junior motion artists
- Production strategy and development
- Microsoft Office
- Google Drive and related products
- Apple Keynote
- Mac and PC proficient
- Optimization of production workflows

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- Motion Graphics 1 | An introductory course designed to familiarize students with the basics of concept of design in animation and motion graphics using After Effects.
 - The Orozco Project | A collaborative class focusing José Clemente Orozco murals and exhibition and modern political landscape. Students were challenged to re-interpret messages in animated form using modern digital tools.



Flickerlab | New York, NY

Compositor and Motion Graphics Artist | 2004 – 2006

Developed skills exporting and compositing animation layers from Adobe Flash, VFX for 2D animation, editing as well as web development (front and back end) using HTML, Flash and PHP.

Projects:

- Tide's 8 minute animated Working Wonders commercial
- Website created for Fred Leighton using Flash and PHP

Education

MFA Design and Technology

Parsons School of Design | New York

Typographic and Communications Design

Grafisch Lyceum Amsterdam | Amsterdam, Netherlands