

# Paul Elwood

8 Circle Drive, Lebanon, NJ 08833 | Phone: 908-399-1116 | eMail: paul@paulelwood.com

## Multimedia Designer with outstanding creative and technical skills

Highly creative multimedia designer seeks full-time career position to manage, design and develop digital and print media. Specializing in interactive Flash based applications. Self-starter with ability to work independently and as a team member. Excellent written and verbal communication skills. Enthusiastic, creative thinker, dedicated to providing top quality solutions.

Online portfolio - [www.paulelwood.com](http://www.paulelwood.com)

### EMPLOYMENT EXPERIENCE

#### ***Noveda Technologies***

***Branchburg, NJ 08876***

***June 2009 to Current***

Graphics Developer: Conceptualize, design and create user interfaces (UX/UI) for online energy monitoring dashboards. Design and implementation of interactive Flash animations for quickly envisioning energy use from real-time data. Create graphical elements and animations for demos, products and marketing. Audio/video encoding and implementation. Collaborate with programmers to provide custom solutions for energy monitoring websites and applications. Additional responsibilities include: Design, layout and production of company marketing materials keeping consistent branding for both online and print.

Primarily working in Flash/as3, jQuery, Dreamweaver (HTML/CSS), Illustrator and Photoshop, develop engaging interactive web applications deriving data from XML, PHP/MySQL or static text files, and incorporating compelling graphical interface design and media.

Project example: Designed and built the Aramark Energy Zone application for Baylor University (<http://www.baylor.edu/energy>) with a positive user experience in mind. Starting with a wireframe for the application and navigation map, worked with Baylor energy managers to build an energy-monitoring interactive application that takes advantage of social media (Baylor energy twitter feed option on the home page and Baylor energy Facebook page for application-related events).

The application took the form of an online 'game' between two or more dorms. The Dorms competed against one another to minimize energy use and increase energy use awareness.

Deliverables for this product: Wire-frame for application, Description of application, GUI mock up, Prototype application components in as3, Build application beta, Written specification for populating the building data with regard to competitions, Determined user goals- what constitutes 'success' (UX), Input with back end developers on 'scoring' modalities (what constituted 'points', frequency of update, leveling comparisons between buildings with wildly different energy characteristics. Completed working application. Improve interface based on user input.

<b>CORE PROGRAMS &amp; SKILLS</b>		
Flash / actionScript (AS2, AS3) Illustrator Photoshop Dreamweaver, HTML, CSS InDesign Acrobat Strata CS (3D) MAC & PC	Interactive Development Website / User Interface Design (GUI) Print Design (Ads, Brochures, etc.) Conventional & Digital Illustration CD & DVD Development Podcasts, Audio & Video integration RSS Feeds, e-Newsletters Search Engine Optimization	Creative Thinker Self-Starter Very Enthusiastic Excellent Communication Prompt and Efficient Dedicated to Quality Meets Deadlines Marketing Knowledge
<b>WORKING KNOWLEDGE</b>		
Premiere Pro, Soundbooth Fireworks, After Effects	JavaScript, jQuery, HTML 5 XML, PHP, ASP, MySQL Database	MS Office 2007 Suite Adobe CS5 Suite, Adobe Edge

# Paul Elwood

---

8 Circle Drive, Lebanon, NJ 08833 | Phone: 908-399-1116 | eMail: paul@pauwelwood.com

## EMPLOYMENT EXPERIENCE *Continued*

### ***Elwood Studio***

***Lebanon, NJ 08833***

***July 1999 to June 2009***

Technical/Creative Director: Responsible for the design and development of advertising and promotional materials for Web, Print and CD Rom. Design effective business websites that utilize Flash animations, interactivity, podcasts, RSS feeds, video and e-Newsletters. Also implemented Search Engine Optimization techniques and Google Analytics.

Specializing in Flash/actionScript – developed engaging Flash interactive applications incorporating: graphical interface design, video, XML and back-end server functions.

Clearly and concisely communicate with clients to discuss project details from initial planning to final delivery. Supervise & collaborate with staff, interns and freelancers. Assign projects, provide instruction and solve difficult issues through experience, research and collaboration.

### ***Specified Technologies***

***Somerville, NJ 08876***

***May 1998 to June 1999***

Multimedia Specialist: Developed marketing, promotional and instructional materials for manufacturer/distributor of firestopping building materials, including web site, interactive CD Rom, illustrations, and 3D renderings.

### ***The Beistle Company***

***Shippensburg, PA 17257***

***1996 to May 1998 (FL to FT)***

Graphic Designer/Illustrator: Illustrated & designed artwork for educational materials and seasonal decorations for wholesale manufacturer/distributor using Adobe Illustrator and Photoshop.

### ***duCret School of Art***

***Plainfield, NJ 07060***

***1990 to 2010 (part-time)***

Evening Instructor: Taught several courses in Flash Development, Web Site Design/Development (Dreamweaver), Graphic Design and Airbrush Illustration. Wrote class syllabus, and utilized mentor/hands on teaching style.

## EDUCATION

---

### ***duCret School of Art***

***Plainfield, NJ 07060***

***Graduated 1983***

Major in Technical Illustration and minor in Graphic Design.

Full-time student in intensive three year program studying fine and commercial art. Certificate of Graduation.

### ***Local colleges, trade schools, online courses and books***

***Constant & Current***

Lynda.com - Current member taking online courses in web development and database implementation.

Books and tutorials: Current Adobe Flash Professional, actionScript 3.0, Object Oriented Programming (OOP), etc.

Raritan Valley Community College: 2007 course - Interactive Multimedia Programming Flash scripting language

Horizon Computer Training: courses - Advanced Macromedia Flash, actionScript and XML

Essex County College: Macromedia Director and Lingo | Quark, Illustrator & Photoshop for Desktop Publishing

## MILITARY

---

### ***United States Navy***

***USS Richard L. Page***

***(4 years - Honorable Discharge)***

Electronics Technician – “C” school, nuclear program; Multiple “A” schools for communications equipment.

## INTERESTS

---

DuCret School of Art – Alumni Member and Advisory Committee Member – 2006 to Current

Hunterdon County Polytech – Advisory Board Multimedia Department - Committee Member 2008 to 2010

Skills USA (annual state-wide HS competition) – Web Design Competition Judge 2005 to 2009

Dunellen Education Foundation – Board Member 2002 and 2003

Playing guitar, audio recording and motorcycle cruising.

**SUMMARY: Multimedia Designer for print and digital presentations (Promotional & Educational). Specializing in interactive Flash web applications. Comfortable wearing many hats. Creative and technical with both traditional illustration & current Adobe CS5 computer skills. Visit online portfolio to view samples: [www.pauwelwood.com](http://www.pauwelwood.com)**