

PROFILE

Jerron Smith uses the working name “thepixelsmith” to denote a connection to the craftsmen of old. Though instead of metal or paint he works with a medium unique to the 20th century; the pixel. A multimedia guru and skilled designer Jerron Smith likes to describe himself as an animator, designer, & educator. He is a multi-faceted artist and video creator and has worked in a wide variety of different media. He has experience in both digital video/television production, and post-production as well as extensive knowledge of the Web and Print Design industries.

FREELANCE DESIGNER 1992—PRESENT

Motion Graphics | Animation | Design | Production

- Creates Motion Graphics using After Effects and 3D Applications for the Web, Multimedia, and Video Productions
- Develops Front End Flash Multimedia content for institutional and editorial clients
- Hires, Manages, and Evaluates Designers, Illustrators, Copywriters, Programmers, and other creative professionals on a contract basis

TRAINER | CONSULTANT 2004—PRESENT

ONLC Training 12|2008—PRESENT

- Instruct courses in Multimedia Design Applications

Berkeley Training 12|2008—PRESENT

- Instruct courses in Multimedia Design Applications

American Graphics Institute 9|2004—PRESENT

- Instruct courses in Multimedia Design Applications
- Consult with clients to determine multimedia software and hardware needs

DESIGN EDUCATOR 2000—PRESENT

Adjunct Lecturer instructing course in Design Concepts, Computer Graphics, Video Production and Post Production

New York City Collge of Technology 2011—PRESENT

Fashion Institute of Technology 2008—PRESENT

New York Institute of Technology 2004—PRESENT

EDUCATION

2/2004 NEW YORK INSTITUTE OF TECHNOLOGY
MASTER OF ARTS COMMUNICATION ARTS

6/1997 QUEENS COLLEGE
BACHELOR OF ARTS FINE ARTS

6/1994 FASHION INSTITUTE OF TECHNOLOGY
ASSOCIATE APPLIED SCIENCE FINE ARTS

ANIMATION SAMPLES
<http://vimeo.com/thepixelsmith/videos>

DESIGN PORTFOLIO
www.thepixelsmith.com/print

REFERENCES

AVAILABLE UPON REQUEST

TOOL SET

After Effects
Photoshop
Illustrator
3D Studio Max
Cinema 4D
Premiere Pro
Final Cut Pro
Flash Animation
Actionscript 2.0/3.0
Dreamweaver
HTML | CSS | XML
InDesign

KNOWLEDGE BASE

Animation | Motion Design
Video Editing
Photography | Videography
Multimedia Design
Social Media Networking
Project Management
Multimedia Design History
Media
Convergence|Integration
Teamworking | Collaboration
Illustration
Web Design | Development
Web 2.0 Utilization

PARTIAL CLIENT LIST

MTV Networks
AFLAC
Medicus Life Brands
AQUENT
Microsoft Corporation
Penguin Putnam
The Black Family Channel
Literary Living LLC
WNET
ECKO
Adobe Systems Inc.
Liz Claiborne Inc.
Dyson
Latitude Films LLC
Liberty Travel
New York Daily News
Playstation
National Geographic Channel
Discovery Networks
NewBury Comics
MFC Studios
Ned Stevens
BBC America
The Judge Group