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SUMMARY OF SKILLS

I believe that by having an in depth understanding of both the creative and technical aspects of delivering content, one can deliver an infinitely better result. Having started my career in the creative side of interactive media and then moving to the technical side, I've gathered a wealth of knowledge. This knowledge enables me to approach projects with confidence and a clear understanding of the creative execution and the technical requirements.

As a member of the SAIT New Media Design & Production Advisory Board, I've helped to clearly define a direction for the program to keep up with industry trends and employer needs. Over the past 6 years of professional experience I've quickly identified industry trends and adapted my skill set to accommodate such changes. My passion for 'rich media' distinguishes me as a leader, always looking for better ways to develop solutions and break the barrier on conventional thinking, both technically and creatively. This has resulted in winning countless awards for many of the projects I have worked on, including the Grand Prix at the Cannes Cyber Lions for Nike iD.

EXPERIENCE

Joining Critical Mass when it was still small I quickly found a niche for myself. Realizing that 'multimedia' at the time was an emerging force I quickly embraced it. Gaining technical expertise in the area using many tools at my disposal. I soon became the companies Sr. Flash Developer with over site on all media projects. Working for high profile and demanding clients such as Foreningssparbanken, Proctor & Gamble, Samsung, Nasa, Mercedes-Benz, Nike, Vertu, Las Vegas Convention & Visitors Authority and Dell.

Critical Mass
October 1998 – May 2004

Having a great understanding of the creative process at Critical Mass, I brought this knowledge with me when I moved into their Tech. Department. Continually leveraging one to enhance the other through tools like Macromedia Flash. Along with improving on my strong problem solving skills I set new standards for how media tools should be used and even taught a course in-house.

List of my responsibilities at Critical Mass:

- Technical execution/requirements for design concepts
- Site architectures and code framework
- Media technology recommendation best suited for client
- Brainstorming with designers to conceive ideas for client
- Setup development standards for using Macromedia Flash
- Setup standards on Flash and HTML development process
- Educated designers, account and project managers on the use of media
- Animation, Motion Code
- Team leader
- Concept development
- Problem solving
- SEO of Flash sites
- Research and development of new media tools

Freelance
2000 - Present

CTV Corner Gas – I developed the framework, animation and communication layers for this Flash site. Using a combination of Flash Remoting and Flash Communication Server this site has an avatar-based chatroom, where users can customize their own character and chat with friends in the Ruby Diner from the TV show.

Labatts Outfitters – Working with designers from Boomerang Group I built the data management part of the site to show users the latest Labatt's events. This site required that it be easily updated, by non-technical personnel, so I used simple XML formatting to update this project.

Firetoad Software - Always looking to expand on my knowledge of media, and its different uses, I welcomed the opportunity to work with Firetoad on the interface for their up coming game called 'FUEL'. Firetoad created their own proprietary engine to run flash on the Xbox system. Working within a limited range of Actionscript capabilities I help them create the alpha build to be shown at E3.

In my freelance work I try to explore a variety of challenges. Taking on different tasks such as design, branding, javascript and dHTML.

I oversee all media development for Razorback. My expertise in animation, object oriented scripting and creative thought enable Razorback to devise and create some of the most engaging emerging media content in the world today.

Razorback Media
March 2004 - Present

HIGHLIGHTS OF QUALIFICATIONS

- Experienced leadership and knowledge base
- Award winning rich media development
- Effective bridge between creative and technical team members
- Committed to continual growth in all areas

Core

- Transfer knowledge from production environment
- Experienced team leader
- Highly adaptable
- Strong problem solving skills

Technical - Object Oriented programming (OOP)

- Experience with rich media tools (Adobe, Macromedia, etc.)
- Expert in Flash Actionscript
- Experienced with motion graphics tools (Adobe After Effects, Adobe Premiere)
- Knowledge and experience with web based programming for integration of dynamic media (Javascript, .JSP, Servlets, sHTML etc.)
- Dynamic online rich media development (XML, HTML hybrid, SEO hybrids, etc.)
- Experience developing a deploying CD-ROM and desktop applications
- Experience writing requirements, test plans and specifications
- Experienced in Windows and Mac OS X development

Creative

- Brainstorming concepts and visualizing ideas
- Understanding the importance of branding as it pertains to corporate image
- Experience with layout tools (Adobe Photoshop, Illustrator, ImageReady, Freehand, Fireworks, etc.)

EDUCATION

Multimedia Design and Communication Diploma
Applied Multimedia Training Centres 1996-1997
Calgary, AB

REFERENCES

Available upon request