

# Susan Oslin

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2261 Silver Ridge Ave. Los Angeles, CA 90039

16+ years Digital Graphics: Animation, Design, Programming, Visual EFX, Film and Video  
Interactive Project Execution and Management from Concept, Information and UI design,  
Code Development, Integration through to Launch

## Professional Experience

### **Zag.com, Contract Front-end Developer - February to September 2008**

ActionScript 2.0; Cross platform compatible HTML, CSS and some JavaScript

- Developed enterprise level partner sites: *American Express, BP Motor Club, Progressive Auto Insurance, Liberty Mutual, Parenting Magazine, NRA, AAA Mid-Atlantic and AAA-Tidewater* for an online auto buying platform; JIRA bug tracking and issue resolution; integration into a .jspx environment using Eclipse IDE and Perforce source control; set up A-B testing for Omniture tracking; enhancements to all Flash corporate site Zag.com.
- Improved user experience by identifying the need, then initiating the implementation and documentation of standards for the front-end production process. *Result: over 50% reduction in the front-end development time and cost, plus a more unified look and feel.*

### **MMM Creative, Founder & Creative Principal - January 2003 to Present**

Web Design and Development, Project Management, Account Services  
Creative Direction, Brand Identity Strategy and Design

#### **Emcore, Inc. [Nasdaq: EMKR]**

- Consulted directly with the VP of Marketing to develop the business strategy, brand messaging, concept and story boards for a 2 minute animated demo for NAB 2008.
- Directed a team of two designers, three Flash animators and one 3D modeler.
- Well designed file and project set up, use of best practices and naming conventions in Flash and Swift 3D accommodated successful management of the virtual team under a tight project deadline across the United States/Mexican border.

#### **Susan B. Komen Circle of Promise for Kaleidoscope Consulting**

- Enhanced the user experience by pitching and implementing an online community building rich media interactive application. *Result: Over 3000 women world-wide uploaded their photo, inspiring others to join this online community to fight cancer.*

#### **TV Guide, Comcast, AARP, Metabolife for Phi Power Communications**

- Developed interactive Flash modules for quantitative usability studies.

#### **Toyota for Maritz Interactions**

- Animated interactive sales training modules in Flash.

### **Prime Advantage, LLC**

- Consulted directly with the VP of Sales and Marketing to analyze the sales cycle and identify areas for improvement.
- Proposed and implemented an online application that allows potential members for this manufacturer's buying group to calculate their expected savings early in the sales cycle. Savings data dynamically input using XML. Flexibility to co-brand for each partner by loading visual attributes via XML. ***Result: Accelerated the sales cycle on average by 3-4 months.***

### **Resplendent Hope**

- Designed an integrated brand identity package: logo, stationery system and website.
- Customized skins for variable quality streaming video via smil file, 100% CSS drop down menus, secure online donations in PHP using Authorize.net. ***Result: Raised \$9,275 in the first three months of launch.***

### **Digital Creative Services**

- Lead a team of six independent animators to produce 90 minutes of animation for a children's educational video using After Effects.

### **Metrolight Studios**

- Technical lead for two commercials: Scope Mouthwash and Cosmo Oil, and an interactive e-learning game for L3. Responsible for determining appropriate technology, production flow and over seeing other artists to assure timely delivery.

**Freelance Animator - January 1999 to December 2002**

**Warner Brothers Feature Animation, Animator - January 1997 to November 1998**

**Walt Disney Feature Animation, Animator - July 1995 to December 1996**

**Metrolight Studios, Technical Director - June 1993 to July 1995**

## Teaching Experience

### **Otis College of Art and Design**

Instructor, Introduction to Web Design - Summer 2008

Instructor, Motion Graphics with Adobe AfterEffects - Spring 2000/2001 and Fall 2001/2002

### **LA Unified School District After School Program, Hawthorne - Summer 2003**

Developed and implemented an 8 week summer animation program using Flash

## Education

**UCLA Anderson School of Business** Certificate, Management Development for Entrepreneurs - 2007

**University of Southern California** M.F.A. Candidate, School of Cinema-Television - 1993/1994

**University of Illinois** M.F.A. Candidate, Electronic Visualization Lab - 1992/1993

**University of Illinois** B.F.A. Graduate, School of Art and Design, Electronic Arts - May 1991

## Skills

- Mastery (7+ yrs.) of **Flash, Dreamweaver, Illustrator, InDesign, After Effects, Photoshop**
- Front-end Web Development (5+ yrs.): **HTML, CSS**, some **JavaScript** and PHP, **ActionScript 2.0**, streaming video, cross-browser development, use of XML for dynamically loading content
- Developing skills in **OOP, ActionScript 3.0** and **AJAX**
- Background (8+ yrs.) in 3D character animation and rigging in **MAYA** and Wavefront, some modeling and lighting; Procedural efx animation using Houdini, Prisms, Dynamation and proprietary code in the **UNIX** environment, C-shell Scripting
- Innovatively provides creative solutions that problem solve business and brand objectives as well as technical constraints
- Facilitates communication between client, internal teams and third party vendors to ensure on-target creative, timely delivery and successful project completion
- Excellent interpersonal and communication skills: tremendous capacity to listen, synthesize, and relay powerfully to others; to receive and give direction
- Adept at getting buy in, enrollment, and making effective presentations
- Solid work processes, organization and use of best practices: the creation of design briefs, site maps, wireframes, storyboards, strong adherence to production and coding standards
- At ease in fast-paced production environments that demand quick learning and flexibility, fast ramp-up in a variety of media production environments
- Strong work ethic, acute sensitivity to detail, highly organized; and looks for areas to develop and contribute to established processes and procedure
- Possesses a flair for grasping the essence of a client's business and helping them understand how their business goals can be achieved through design

## Professional Development, Certifications and Awards

**LA Flash User Group**, 2003 to present (presentations: loading XML, back button for all Flash site)  
**Paper Vision 3D 2.0** workshop completion, 2008  
IXDA, LA User Experience Meetup, 2008  
AIGA LA, Director: Special Projects 2008, Director: Professional Development 2007, member since 2006  
Fashion Group International Los Angeles, Communications Chair 2007  
SoCal American Marketing Association Board Member, 2005 to 2007  
**Adobe Certified Designer** – Flash MX 2004, 2005  
Certified Account Executive, Second Wind, 2005  
Landmark Education leadership training, 2004 to present  
A.S.I.F.A. Hollywood, M.G.L.A. and Women in Animation, 1995 to 2003  
Screen Cartoonist Union Local 839, 1995 to 2000  
SIGGRAPH conference attendee, 1990 to 1996  
Post Production Grant from the Center for New Television, 1993