

# 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 Brand Strategy, Information and UI design,  
Code Development, Integration through to Launch

## Professional Experience

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

Creative Direction, Brand Identity Strategy and Design, Information and UI Design  
Account Services, Project Management

#### **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.

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

- Developed interactive Flash modules for quantitative usability studies.

#### **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.*

#### **Resplendent Hope**

- Designed an integrated brand identity package: logo, stationery system and website; provided creative direction to copywriter.
- Worked with client to establish the Information and UI design using wireframes created in Illustrator. Designed custom skins for streaming video, 100% CSS drop down menus, secure online donations in PHP using Authorize.net. *Result: Raised \$9,275 in the first three months of launch.*

#### **Southern California Chapter of the American Marketing Association**

- Produced and directed the Internet Marketing Intensive 2006. *Result: 120 attendees, 18 speakers and a net profit of \$2,600 -- SoCal chapter's largest event ever, based on scope and profit.*
- Provided creative direction for a team of three designers to create the communications: logo, 11 x 17 tri-fold direct-mail piece, 100 page catalog of course notes and website. Also directed back-end developer in the set up of the online registration, and social networking component with **IntroNetworks**.

### **Champion Cordage**

- Met brand objectives for this distributor of rope and packaging products by positioning them as uniquely superior in quality and service. Designed an integrated brand identity package: logo, stationery, product catalog and website. **Result:** *\$3 million in sales by the third year.*

### **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.

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

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

- 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.*
- Diagramed the various flows of the existing Auto Buying Platform using **Visio** for use across departments. **Result:** *identified areas for improvement, provided clarity for business intelligence.*
- Developed cross platform compatible HTML and CSS for partner sites: **American Express, BP Motor Club, Progressive Auto Insurance, Liberty Mutual, Parenting Magazine, NRA, AAA Mid-Atlantic and AAA-Tidewater.** Also set up A-B testing for Omniture tracking and made enhancements to all Flash corporate site Zag.com.

**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

- 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
- 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
- Developing skills in **Visio** for site diagramming and **Morea** for usability testing
- Mastery (7+ yrs.) of **Flash, Dreamweaver, Illustrator, InDesign, After Effects, Photoshop**
- Front end Web development(5+ yrs.): **HTML, CSS, Action Script 2.0**, streaming video, some **JavaScript** and PHP, cross-browser development, use of XML for dynamically loading content
- 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

## Professional Development, Certifications and Awards

**IXDA, LA User Experience Meetup**, 2008

Paper Vision 3D 2.0 workshop completion, 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

**LA Flash User Group** and LA Graphics Art Guild, 2003 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