

Anne Woods | www.woodsdesign.biz | awoods71@yahoo.com | 512.694.6087

Highly creative, versatile and experienced interactive designer with specializations in animation and writing.

PROFESSIONAL ACHIEVEMENTS

Secured a \$1M project win by creating 4 rapid prototypes in a 3-week period and leading presentation to client executives.

Directed and produced animation for the Whole Foods Market Groovy Grocer training, winner of a Platinum Hermes Creative Award and a Silver Summit Award.

Acted as both lead visual and instructional designer on 3 major projects to help offset staffing gaps.

Worked as part of a senior team to create a flash-based course engine now in use in Fortune 500 companies such as Dell, Liz Claiborne, PepsiCo and Whole Foods.

SKILLS

I am a dedicated team player capable of moving fluidly between sales, consulting, lead and production roles.

- Creative Lead—brainstorming and problem solving with project teams and clients
- Art Director—setting visual standards, developing templates, leading internal and offsite teams
- Production Artist—creating games and e-learning applications for more than 10 years
- Instructional Designer—creating engaging, fun content and assessment for educational software and corporate training tools for all age levels
- Animator—creating Flash motion graphics and animation, as well as 3D modeling, lighting, and animation

SOFTWARE

I have deep experience using industry standard software as well as designing proprietary development environments and custom software. I am also familiar with web accessibility standards and translation.

- Adobe CS3 including Flash, Photoshop, Dreamweaver, and After Effects
- XHTML, CSS, XML, and Flash Actionscript 2
- Certified Flash Designer
- 3D Studio Max and Maya
- Microsoft Office, Visual Source Safe, Source Anywhere, TortoiseSVN

SELECTED CLIENTS

Bob James
Dell
Disney
Felder Rushing
GE
Harcourt School Publishers

Holt, Rinehart and Winston
Liz Claiborne
Mattel
Meridian Solar
Microsoft
PepsiCo

PIXAR
Plato
Riverdeep
Sustainable Sources
Warner Brothers
Whole Foods

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WORK EXPERIENCE

Owner and Designer

Woods Design, Austin, TX | April 2002 to present

I have freelanced for 6 years in interactive media, collaborating with in-house teams and clients to create engaging and visually rich products. I am also a metal sculptor, working primarily in steel and copper. As this work grows it increasingly focuses on the natural world, particularly conservation and stewardship.

Senior Experience Designer

Fusion Learning Systems, Austin, TX | April 2002 to June 2003, August 2004 to November 2007

As a Senior Experience Designer at Fusion, my job allowed me to engage with clients at every level to listen to their needs and help craft an effective, engaging solution. Depending on the size and staffing needs of a project, I worked in many roles:

- Sales support—brainstormed and developed the creative solution in proposals, participated in presentations
- Analysis—worked with clients to identify needs and to scope and define projects
- Visual Design—developed and executed visual style, created style guides and templates, trained art team
- Instructional Design—designed course structure and instructional activities, created writing style guides and templates.

3D Artist

Human Code, Austin, TX | January 2000 to August 2001

Designed and created 2D and 3D art and animation, motion graphics and illustrations for games, elearning tools and business-to-business products. Acted as lead artist as needed.

Instructor, Digital Animation

The University of Texas, Department of Radio-Television-Film, Austin, TX | June to August, 2000

Planned and taught introductory 2D animation. Course emphasized basic drawing, character creation, storyboarding, and the principles and mechanics of animation.

Animation Artist

Engineering Animation, Inc., Ames, IA | Summer 1997, January 1998 to June 1999

Involved in all areas of game production from concept art through production and QA. Active in training interns and developing seminars.

MEMBERSHIPS

- HerDomain of Austin
- Austin Green Art, Habitat for Humanity, Austin Green Building Program
- Texas Society of Sculptors, Balcones Forge (Central Texas Chapter, Artist Blacksmith Association of North America)

EDUCATION

MS, Computer Visualization

Texas A&M University, 1997

Thesis work: teaching the principles of animation

BA, Journalism

Texas A&M University, 1993

Minor in zoology, emphasis on medical writing