

"LET'S CREATE!"



A.V. **RUSSELL**
UX/UI DESIGNER & INNOVATION SPECIALIST



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ACADEMICS

ROCHESTER INSTITUTE OF TECHNOLOGY
B.F.A. **NEW MEDIA DESIGN** & **IMAGING** MAJOR MAY '14

Cumulative GPA: 3.2
Communications & Advertising Concentration
National Society of Leadership & Success
Sigma Alpha Pi Honor Society

SKILLS

- UX/UI Design
- Interface Design
- Visual Design
- Audio Engineering
- Photography
- User-Experience
- Motion Graphics
- Video Editing
- HTML5 / CSS3
- Prototypes
- Web Design
- Innovation
- Conceptual / Visual

EXPERIENCE

- Photoshop
- Illustrator
- After Effects
- InDesign
- Invision App
- OneNote / Slack
- Frame.io
- Microsoft Office
- Adobe Audition
- Discord / Team Mgmt.
- SourceTree / Git
- Cinema 4D
- Unity Game Engine

INTEREST

- Innovation: Research, Conceptualizing & Consulting
- Building high-performance computers
- Game / App / Web Development
- Gaming / Tinkering / Problem Solving

CERTIFICATES

- Microsoft Certificate of Achievement
PROGRAMMING IN HTML5 WITH JAVASCRIPT & CSS3

VOLUNTEER



American Cancer Society
OCT 2014, JUN 2015, MAY 2016, MAY 2017



Ronald McDonald House Charities
OCT 2013

EMPLOYMENT



ChosenFate™
FOUNDER & UX / UI LEAD 2014 - PRESENT

ChosenFate™ is a team based platform fighter. Players will choose from a number of weapons, armor, fighting styles, and special techniques to create their own personalized character. They then head into battle, either online or in local play. Contenders will work together to secure the enemy team's flag, and take down anyone who stands in their way.



UNIVERSITY OF ROCHESTER ADMISSIONS
NEW MEDIA DESIGNER & DEVELOPER 2014 - 2016

Created and managed interactive projects using UX/UI design, research, WordPress, and HTML5/CSS3. Utilized BaseCamp for project management. Managed ISSUU web publications and provided monthly analytics. Collaborated with the videographer, marketing team, and developers to produce various media and user-interactive projects. Created motion graphic animations and photography when necessary.



LILYPAD SOLUTIONS
REMOTE UX / UI DESIGNER 2014 - 2015

Worked closely with the founder of the start-up company LilyPad Solutions. Worked on several projects as a UX / UI Designer including wireframes, comps, newsletters and mobile app functional tour user-case scenarios / designs.



RIT GOLISANO COLLEGE
GRAPHIC DESIGNER & PHOTOGRAPHER 2013 - 2014

Golisano's **lead designer**. Created branding, promotional, publishing and clientele work for the Golisano College. Event and student showcase photography and photo editing. RIT Representative worker for VIP R.I.T. Alumni / clients: Tristan O'tierney, Alex Kipman, John & Brenda Romero, Playstation & more.



RIT ACA ASSOCIATION
PUBLICITY DIRECTOR 2013 - 2014

Planned and coordinated activities that created a positive and favorable public image for the AALANA Collegiate Association. Marketed and promoted over 30 events (12 large events: 100 - 150 people) online through social media and on campus.