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# Curriculum Vitae

## David Arthur

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A 3D generalist, I have worked in the advertising industry for over a year producing animatics for clients such as Saatchi and Saatchi, Draft FCB and AMV BBDO.

My responsibilities included taking briefs from clients, leading teams of people through projects, and the creation of animatics from story board through to the delivery of the final product. This experience has given me the ability to solve creative problems for clients to produce commercials that meet the needs of all key stakeholders.

The main challenges I faced in creating animatics for advertising were creating content in a drastically reduced timeframe whilst still retaining audience readability and some standard of visual appearance. This has taught me to make fast effective decisions under pressure.

I have been studying 3D for 5 years. I am confident, friendly and reliable. I am extremely hard working and have a keen eye for detail. I am also passionate about my work. My 3D skills are primarily in character animation, however I also have a developed set of general skills in other aspects of digital animation including modelling, texturing, rigging and particle effects.

I have a great deal of experience in the following programs:

**3Dsmax / Photoshop / Premier / After Effects / Flash**

And have also used:

**Maya / Painter / Sony Vegas / Combustion**

Reference upon request

**Work experience:**

Company	Position	From/till	Responsibilities
Pipedreams 3D	Senior Artist	12/2007-03/2009	Leading animatic projects from brief to completion. Modelling, texturing, skinning, animation, rendering, compositing, editing.
University of Hertfordshire	Character Animation Lecturer	09/2006 - 11/2007	Teaching advanced character animation techniques.
Media 4 Creative	Animation teacher	09/2006 - 07/2007	Teaching preliminary animation techniques.
Rocket Renders	Character Animator	06/2006-07/2006	Modelling, Texturing, Rigging, Skinning and Animating a character for a commercial.
Trelai Youth Centre	Arts Director /youth Worker	2001-2003	Organising arts and crafts for disadvantaged 12 to 16 year olds.

**Education:**

School/University	Course	Grade
University of Hertfordshire	MA Digital Animation	Distinction
University of Hertfordshire	BA Digital Animation	1 <sup>st</sup> Class Honours
UWIC	Art foundation	Distinction
Stanwell comprehensive	A-Level Art	A
Stanwell comprehensive	A-Level Media Studies	A
Stanwell comprehensive	A-Level computing	B