RON EDELEN
CURRICULUM VITAE

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MFA, Digital Arts & Sciences
University of Florida, School of Art + Art History, Digital Worlds Institute.
Gainesville, FL. May 2005.
> Project in Lieu of Thesis: The Other, Visual Systems for Blending In
> Committee: Scott Nygren, Tresa Asselin, Brian Slawson (Chair)

BFA, Graphic Design
University of Florida, School of Art + Art History. Gainesville, FL. May 2002.

Myjive, Charlotte NC. 2007–present.
Co-founder, Chief Creative Officer

Owner and creative manager. Oversee a staff of 21 professionals while managing growth from 0.5 to 2.5 million in annual revenue within 3 years. Responsible for vision and overall management of agency operations with specific focus on design innovation and practice. Responsible for brand creation, positioning, policies and cultural stewardship across two different business divisions including the South Agency and Untold Digital. Directly manage an a-list team of creatives, strategists, marketers and technologist while leading new business initiatives.

Role includes development of the company's dev-ops and design protocols as well as creative direction for design, technology, marketing, social media and studio offerings. More recent accomplishments include the inception and growth of the company's user-experience design practice through defining and implementing user testing protocols, strategy, research and iterative review cycles.

Job functions also include brand and identity design, creative copy writing, digital marketing/campaign strategy, game design, interactive design, art direction, illustration, animation and front-end development.

Clients include: Diet Dr Pepper, Metlife, Regal Boats, Coca-Cola, Discovery Channel, Lowes, Warner Brothers, Honeywell, No nonsense, Goodwill, Petmate, Meritrust Credit Union, Velux Skylights, Zynga, Lindy's Italian Ice, Johnson Health Tech, BMW Mini, Mens Wearhouse, Volvo Trucks, Grady White, Mack Trucks, Blu, Sports Business Journal and Brighthouse Financial.

CodePinch, Charlotte NC. 2015–2016.
Co-founder, Designer

Creative, brand oversight and user-centered design consultant, ensuring both the brand and product experience exceed expectations. Tasks included branding, visual identity, motion graphics, web design and copy writing. Currently maintain minority ownership in the business.

Umodo, Charlotte NC. 2011–2015.
Co-founder, Design Director

Interactive designer for gaming and mobile applications (Unity, Photoshop, Illustrator). Primary focus was Android (windows metro) and iOS app design. Apps included: Lava Luau, 2012 Presidential Candidate, SalesMaster and various game prototypes.

FiveXB, Los Angeles CA. 2005–2007.
Designer, Animator

Design and animation for broadcast and network branding. Heavy conceptual design, storyboarding, illustration, visual identity, 3D modeling and animation.

Clients include: NFL Network, BET, HGTV, ABC, Fox Sports, Echo Clothing and G4TV.

UF Web Administration, Gainesville FL. 1998–2003.
Interactive Designer, Web Developer

Interactive design and front-end development (HTML/CSS, JS, Actionscript). Worked exclusively on ufl.edu and numerous campaign microsites.

OUTREACH & DESIGN FOR POSITIVE CHANGE

Leading On Opportunity, Charlotte, NC. 2017.
Digital Strategy, Design Direction

The Leading On Opportunity Council is a team of individuals tasked with brokering connections between those who can give opportunities with those who need them. Their initiative is to improve economic mobility in Charlotte by improving early child care and education. Project is currently in progress and involves research, user/content strategy, narrative development and website redesign.
Online: https://leadingonopportunity.org/

ProjectLift, Charlotte, NC. 2014.
Designer, Creative Director

A unique public-private partnership between public schools and Charlotte's philanthropic community with an initiative to change the way traditionally under-served k–12 students are educated. Project involved design and direction for a documentary-style video series aimed at recruiting teachers by promoting program features and incentives.
Online: http://www.projectliftcharlotte.org/

Virgin Islands Sustainable Farm Institute, St. Croix, USVI. 2011.
Designer

A small, diverse group of botanists, scientists and "rebels" living and experimenting together within a fully self-sustaining research farm on St. Croix. Recognized by National Geographic, their mission is to define and teach best-practices and processes for environmental sustainability. Project included on-location photography, research, digital content strategy and website design.

2017. *Digital and Physical Convergence for Environmental Designers*. At: Society of Environmental Graphic Design, Atlanta, GA. March, 2017.

2017. *Content is Design*. At: Fusion Conf, Design Edition, Charlotte, NC. February, 2017.

2016. **Keynote Address.** *Design in Motion, The Now and Future of Interactive Experiences*. At: ConvergeSE (SouthEast), Columbia, SC. June, 2016.

2016. *Interactive Prototyping using Adobe After Effects*. At: Future of Innovation, Technology and Creativity (FITC), Toronto, Canada. April, 2016.

2016. *Advanced Web Animation Prototyping*. At: Frontend Conf, St Pete, FL. April, 2016.

2016. Panel. *Whats Next in Front-end Design*. At: Frontend Conf, St Pete, FL. April, 2016.

2016. *Motion Designer Meets Front-end Developer*. At: Giant Conf, Charlotte NC. June, 2016.

2016. *The 6 Principles of Interaction Animation*. At: Beyond Desktop Conf, Washington, DC. March 2016.

2016. Panel. *The Future of Front-end Design and Development*. At: Beyond Desktop Conf, Washington, DC. March 2016.

2015. *From SketchApp to After Effects*. At: Web Unleashed, Toronto, Canada. March 2016.

2015. *Industry Trends: Let's Talk Business, And the Future of Your Design Career*. At: Web Unleashed, Toronto, Canada. March 2016.

2015. *6 Principles of Good Interaction Design*. At: Giant Conf, Charleston SC, 2016.

2015. *User Experience for Graphic Designers and Marketers*. At: DIG South, Charleston SC. September, 2015.

2014. **Workshop**. *Generative Design with Processing*. At: Fusion Conference, Charlotte, NC. October, 2014.

2014. *Designing for the Internet of Things*. At:. American Institute of Graphic Arts, Charlotte Chapter, Charlotte, NC. January, 2014.

2014. *Beyond Information Architecture, Designing the Details*. At: World IA Day (Information Architecture). Charlotte, NC. August, 2014.

2016. *A Motion Designer and Interactive Designer Walked Into a Bar*. At: University of North Carolina, Charlotte, NC. March, 2016.

2015. *Graphic Design in Emerging Technology*. At: Queens University, Charlotte, NC. October, 2015.

2014. *Ideas, Styles and Trends in Digital Design*. At: University of Florida, Gainesville, FL. February, 2014.

2013. *Make Design Your Life, And Life Your Design*. At: Winthrop University, Fort Mill, SC. September, 2013.

2011. *The Do's and Dont's of Good Web Design*. At: Virginia Commonwealth University, Richmond, VA. December, 2011.

Web Animation Prototyping with Adobe After Effects. Published 2016.
O'Reilly Media

Online, 8-part video course. By re-interpreting the principles of animation, the class explores the role of design in UX animation. Utilize real world example projects, including a mobile retail locater and a touchscreen installation to learn the concepts and technical process for creating advanced web animation prototypes.
Course & syllabus: https://player.oreilly.com/videos/9781771375382

Virginia Commonwealth University, Richmond, VA.
Adjunct Professor. School of the Arts, Graphic Design, 2008–2009.

GDES 360–Sequential Design II (Motion Graphics)
Studio course that introduces the conceptual and technical issues involved in the design and production of time-based compositions (motion graphics). Addresses the possibilities and limitations of typography, image and sound as they relate to problem-solving for animation.

University of Florida, Gainesville FL
Graduate Teaching. College of Fine Arts, DAS, 2004–2005.

DIG 2200–Intro to Web Design
A course developing the design of websites. Emphasis is placed on the visual design, navigation, development and authoring of websites.

DIG 2550–Time Based Media
An introduction to the conceptual and technical issues involved in the design and production of non-linear narratives. Addresses the possibilities and limitations of film, sound and digital editing.

DIG 2930–Digital Montage
Basic conceptual processes, design principles, digital imaging and illustration. Focus on interaction design with 2D animation techniques.

2017-2018. University of Florida, School of Fine Arts. Gainesville, FL.
Dean's Advisory Committee.

2017. Central Piedmont Community College. Charlotte, NC.
Curriculum Advisory Committee.

RESEARCH & GRANT

ULI Hines Urban Planning Project. UF School of Architecture, Gainesville, FL. 2004.
Competition consisting of myself and 4 other grad students from diverse academic backgrounds working together over 3-months to devise a development program for a real site in Pittsburgh, providing designs, market-based financial data, and related narratives.

University of Florida Scholars Grant. UF Graphic Design, Gainesville, FL. 2003.
Through interviews of professional designers, curators and professors–Pentagram, Cooper Hewitt Design Museum and NYU–I documented the interests and current use of virtual environments as viable academic platforms for design critique. Based on these findings, I then developed and ran trials of virtual critique sessions using a custom-coded 2D virtual chat room. While the solution is dated by today's standards, it proved invaluable to students looking for critique from people with different backgrounds around the globe. *Supervising sponsor: Brian Slawson.*

Research Assistant. Digital Worlds Institute, Gainesville, FL. 2003.
Design support for realtime art/dance collaboration over i2 high-speed internet. Art direction for poly-nodal (immersive), large format commemorative film.
Supervising sponsor: James Oliverio.

DESIGN EXHIBITIONS

University of Florida Galleries, Gainesville FL.
    2005. University Gallery. Thesis show: *Visual Systems for Blending In*
    2004. Focus Gallery. Installation: *Escaping Flatlands & Inauguration of Hope*.
    Collaboration with Pat Pagano.
    2004. WARPHause Gallery. Performance-based Installation: *Dymaxion*.

REVE Theater (Research Education & Visualization Environment), Gainesville FL.
    2004. Intercontinential Digital Performance: *Original Seed*.

UF Architecture Gallery, Gainesville FL.
    2003. Conceptual interfaces in spatial media: *Digital Spaces*.

J. Wayne Reitz Union Gallery, Gainesville FL.
    2002. Graphic Design Student Juried Exhibition: *Ligature*.

INVITED JUROR & MENTORSHIPS

2015-2016. CSSDesign Awards, Juror for Site of the Month and Site of the Year.
2015. Adobe Design Achievement Awards (ADAA) Mentor.
2013. Juror for American Advertising Federation, Addy Awards. Orlando, FL.
2012. Juror for American Advertising Federation, Addy Awards. Madison, WI.

2017. **Best Innovation**, CSS Design Awards. Award for *Untold Website*. Client: Untold.
Credited: Creative Director, Designer.

2017. **Best UX Design**, CSS Design Awards. Award for *Untold Website*. Client: Untold.
Credited: Creative Director, Designer.

2017. **Best UI Design**, CSS Design Awards. Award for *Untold Website*. Client: Untold.
Credited: Creative Director, Designer.

2017. **Bronze Telly**, Telly Awards. Award for *Galactic Nexus*, Consumer Video. Client:
Wooden Robot. Credited: Creative Director.

2017. **Silver Telly**, Telly Awards. Award for *NRV Tour Series*, Video Series. Client: Volvo
Trucks. Credited: Creative Director.

2017. **Bronze Telly**, Telly Awards. Award for *Volvo Trucks Fleet Features Series*, Video Series.
Client: Volvo Trucks. Credited: Creative Director.

2015. **Bronze Telly**, Telly Awards. Award for *Never Come Back Again,* Video–Branded Content.
Client: Regal Boats. Credited: Creative Director.

2015. **Best in Art Direction**, AAF Charlotte. Award for *Volvo Trucks Gear14*, Integrated
Campaign. Client: Volvo Trucks. Credited: Art Director, Designer.

2015. **Gold Addy**, AAF Charlotte. Award for *Volvo Trucks Gear14*, Digital Advertising–Video.
Client: Volvo Trucks. Credited: Art Director.

2015. **Gold Addy**, AAF Charlotte. Award for *Volvo Trucks Gear14*, Integrated
Campaigns–B2B National. Client: Volvo Trucks. Credited: Art Director, Designer.

2015. **Gold Addy**, AAF Charlotte. Award for *Volvo Trucks Gear14*, Digital
Advertising–Websites B2B. Client: Volvo Trucks. Credited: Art Director, Designer.

2015. **Gold Addy**. AAF Charlotte. Award for *Never Come Back Again*, Digital
Advertising–Video, Branded Content. Client: Regal Boats. Credited: Creative Director.

2015. **Silver Addy**, AAF Charlotte. Award for *Mack Trucks Brand Photography*, Elements of
Advertising–Photography. Client: Mack Trucks. Credited: Creative Director.

2015. **Silver Addy**, AAF Charlotte. Award for *Mack Masters*, Promotional Video. Client: Mack
Trucks. Credited: Creative Director.

2015. **Best of Show**, Business Marketing Association (BMA). Award for *Volvo Trucks Gear14*,
Microsite. Client: Volvo Trucks. Credited: Art Director, Designer.

2015. **Gold ProAd**, BMA. Award for *Volvo Trucks Gear14*, Integrated Campaign. Client: Volvo
Trucks. Credited: Art Director, Designer.

2015. **Gold ProAd**, BMA. Award for *Volvo Trucks Gear14*, Facebook App. Client: Volvo Trucks.
Credited: Art Director, Designer.

2015. **Gold ProAd**, BMA. Award for *Volvo Trucks Gear14*, Video. Client: Volvo Trucks.
Credited: Creative Director.

2015. **Gold ProAd**, BMA. Award for *Volvo Trucks Gear14*, Website. Client: Volvo Trucks. Cred-
ited: Art Director, Interactive Designer.

2015. **Gold ProAd**, BMA. Award for *Mack Masters Promotional Video*, Internal Branding and Communications. Client: Mack Trucks. Credited: Art Director.

2015. **Silver ProAd**, BMA. Award for *Volvo Trucks Optimized Series Campaign*, Print Advertising. Client: Volvo Trucks. Credited: Art Director.

2015. **Silver ProAd**, BMA. Award for *Volvo I-Shift Ad*, Print Advertising. Client: Volvo Trucks. Credited: Art Director.

2014. **Silver Telly**, Telly Awards. Award for *Volvo Trucks Gear14*, Video–Branded Content. Client: Volvo Trucks. Credited: Art Director.

2014. **Silver Telly**, Telly Awards. Award for *Volvo Trucks Gear14*, Video–Corporate Image. Client: Volvo Trucks. Credited: Art Director.

2014. **Bronze Telly**, Telly Awards. Award for *Goodsnitch*, Video–Infomercial. Client: Goodsnitch. Credited: Art Director, Designer.

2014. **Best in Category**. Web Marketing Awards. Award for *Regal Boats Website*, Best Leisure Website. Client: Regal Boats. Credited: Creative Director, Designer.

2012. **Silver Addy**. AAF Charlotte. Award for *Introducing Glue Network*, Interactive Media–Internet Commercials. Client: The Glue Network. Credited: Creative Director, Designer.

2012. **Silver Addy**. AAF Charlotte. Award for *Empire Story*, Interactive Media–Mobile App. Client: Team Lava. Credited: Creative Director, Designer.

2012. **Silver Addy**. AAF Charlotte. Award for *Simmer Equalizer*, Interactive Media–Internet Commercials. Client: BYB Brands, Coca-Cola. Credited: Creative Director, Editor.

2010. **Silver Addy**. AAF Charlotte. Award for *Lockheed Martin Wiimote Experience*, Interactive Media–B2B. Client: Lockheed Martin. Credited: Art Director, Designer.

2010. **Silver Addy**. AAF Charlotte. Award for *Episode Speakers*, Interactive Media–Website, Consumer Flash. Client: SnapAV. Credited: Art Director, Designer.

2009. **Silver Addy**. AAF Charlotte. Award for *1000 Voices Website*, Public Service–Interactive. Client: New York Creative Counsel. Credited: Designer.

2009. **Silver Addy**. AAF Charlotte. Award for *Myjive Agency Reel*, Adv. Industry Self Promotion–Direct Marketing. Client: Myjive. Credited: Art Director, Animator.

2008. **District Addy**. AAF Charlotte. Award for *Battle for the Reef*, Interactive Media–Online Games. Client: Riverwired. Credited: Art Director, Designer.

2008. **Gold Addy**. AAF Charlotte. Award for *Battle for the Reef*, Interactive Media–Online Games. Client: Riverwired. Credited: Art Director, Designer.

2008. **Silver Addy**. AAF Charlotte. Award for *Creative Counsel Website*, Interactive Media–Website, Consumer Flash. Client: New York Creative Counsel. Credited: Designer, Developer.

2008. **_Silver Addy_**. AAF Charlotte. Award for _Revver Featured Collections_, Digital Ad Campaign, Interactive Media–Banners. Client: Revver. Credited: Designer, Animator.

2008. **_Silver Addy_**. AAF Charlotte. Award for _IC Media Website_, Interactive Media–Website, Consumer Flash. Client: IC Media Productions. Credited: Designer, Developer.

RECOGNITION

2016. Charlotte Agenda named: "_Top 10 Most Important People in Charlotte Ad Industry_."

2015. Gator 100 Recipient: Top 100 UF Entrepreneurs–based on year-over-year revenue growth of businesses owned by University of Florida alumni.

2007. Featured Designer: _Design Related_, International Community for Designers.

2002. Exceptional Service Award: University of Florida Office of Information Technology. Recognition of expectional performance and innocative contributions.

PROFESSIONAL MEMBERSHIPS

The Digital Society, SoDA
2012-2017, Executive member. Global entrepreneurs and innovators, creating the future of digital experiences. Attended and contributed to the following leadership summits: 2012 Las Vegas, 2014 Barcelona, 2016 Amsterdam. _Online: www.sodaspeaks.com_

TEDx Charlotte
2012-2016, Chapter co-founder and organizing committee member. Tasks also included design of website, chapter identity and crafting annual promotional campaigns.

Other Memberships
American Institute of Graphic Arts Charlotte
Society of Environmental Graphic Design
IxDA (Interaction Design Association)

TECHNICAL SKILLS & EXPERTISE

Technology
HTML5/CSS3, JavaScript (three.js), WordPress, Version Control (GIT), BEM Methodology (naming convention) and Unity (gaming).

Design
SketchApp, Invision, Google Web Designer, Adobe Creative Suite–Photoshop, Illustrator, InDesign and Lightroom.

Motion Graphics & Animation
After Effects, Trapcode Suite, Cinema 4D, Premiere and Canon C300 (preferred cinema camera). Proficiency with variable lens packages, photography, and lighting techniques/systems.