

MICHAEL LAFFERTY

Mobile: (856) 831-3647

e-mail: mikelafferty3d@gmail.com

URL: www.theartofmike.com

SUMMARY

- Extremely strong work ethic and very reliable
- Received high performance reviews at every job
- Trains and stays up-to-date with new software and skills
- History of being a team leader as well as a team player
- Can work efficiently and productively with minimal supervision
- Functions well in any deadline-driven environment

SKILLS

Expert and Intermediate- •3ds Max •Photoshop •Illustrator •After Effects •Vray and Mentalray •High and Low-Poly modeling
Basic- •HTML/CSS •Web Design •Premiere Pro •InDesign •AutoCAD •Corel Painter •Microsoft Office •JIRA

WORK HISTORY

- Freelance:** Philadelphia, PA **FREELANCE ARTIST** April 2004 - Present
- Created artwork for digital CD covers, e-publications, and novels and allowed third party use of published artwork.
 - Worked as a freelance 3D artist on-site at Thinkup Inc. on several occasions.
- Lockheed Martin-RMS:** Moorestown, NJ **3D GRAPHIC ARTIST** April 2017 - Present
- Lockheed Martin-MFC:** Moorestown, NJ March 2014 - July 2015
- Splintertek, LLC- Contract for Lockheed Martin- MST:** Moorestown, NJ April 2009 - June 2009 and August 2009 - March 2014
- Worked in a team environment of instructional designers, artists, and developers to design and develop interactive and guided simulations.
 - Created, textured, and animated 3D models (hard surface and low-poly) and environments for simulations and computer-generated training videos using 3ds Max.
 - Created composited renders into stills or sequences with Adobe Photoshop and After Effects.
 - Conducted hardware and software analysis of Moorestown and Orlando locations to facilitate software upgrades ensuring production teams would work on same or compatible software versions of 3ds Max, Vray, and Adobe Creative Suite.
 - Managed several graphic artist projects through sprint and story development, team task management, and overarching task tracking in JIRA.
 - Drafted shot lists, defined asset needs, and identified potential issues or blockers in production.
 - Revised and maintained process documents for artists on the production team, including the Standards Guide for Graphic Artists.
 - Created and maintained several libraries of reference materials and resources to be used by artists, including 3d model library.
 - Volunteered for miscellaneous projects as needed, such as logging and editing live video, adding open captions, providing voice-over narration for projects, and building 3D environments in Unity.
 - Trained briefly on Dreamweaver and coding to assist developers in revising scenario tutorials to meet their deadlines.
 - Consistently used resources to save the company time and money on projects including metadata, 3D libraries, and scripting.
- Toll Brothers, Inc.:** Horsham, PA **ART MANAGER** April 2007 - November 2008
- Supervised in-house art department of three artists.
 - Prepared, maintained, and tracked artwork orders for production for in-house artists and outside vendors.
 - Art direction for all new initiatives including camera views, color schemes, and environment for all new artwork.
 - Reviewed all artwork prior to production.
 - Created and revised 3D models and landscapes for brochures.
 - Built and assembled a 3D library of all architectural parts to effectively reduce modeling times of homes by 25 - 40%.
 - Handled duties such as artwork billing, performance reviews, timesheet reviews, and overtime/vacation requests within the art department.
- MediaLab 3D Solutions, Inc.:** Tampa, FL **PROJECT LEAD/3D MODELER** September 2005 - March 2007
- Revised imported Chief Architect models from designers in 3ds Max and created hard-surface models for render in Vray.
 - Quoted time estimates for all jobs within my jurisdiction.
 - Created and maintained 3D info and art spec sheets for clients.
 - Proposed initiatives to improve in-house productivity and consulted on ways to improve quality of all outsourced work.
 - Tested 3ds Max scripts as part of the Research and Development team.
- Thinkup, Inc.:** Cherry Hill, NJ **3D MODELER** May 2004 - July 2005
- Created, textured, and rendered 3D models of toys and products based on conceptual designs for use in marketing and development.
 - Created page layouts for product display.
 - Artwork featured on cover of client product catalog for 2005 season.
- Techsetters, Inc.:** Cherry Hill, NJ **PROJECT LEAD/GRAPHIC ARTIST** November 2000 - May 2004
- Designed artwork and graphs for mathematical textbooks for the collegiate and university level.
 - Worked with authors and editors to set up design specifications.
 - Created and maintained artwork library.

EDUCATION

The Art Institute of Philadelphia
Philadelphia, PA
A.S. - Specialized Technology
Specialization: Computer Animation

Rowan University
Glassboro, NJ
B.A. - Communications
Specialization: Radio/TV/Film