

R. ALLAN WHITE
Design & Multimedia



CURRENT WORK

Freelance Designer & Multimedia Developer

JUNE 2001–PRESENT

I produce and design print, web, multimedia and video work for a variety of clients and industries, including:

HP	Primavera Systems
Intel	Universal Studios
Epicor	Verve Records
EMI Music	Copper Mountain

EXPERIENCE

Strobeck Design, Inc.

DECEMBER 2001–FEBRUARY 2003

Rich Media Director

Directed, planned, budgeted and engineered all types of rich media projects, including audio, video, web and interactive. Acted as account manager and primary client contact. Interviewed and hired contractors as needed. Performed high-level content development, writing and editing. Acted as lead information architect for interactive media projects.

White Horse

JANUARY 2000–JULY 2001

Senior Rich Media Developer/ Motion Designer

Designed and produced advanced rich media web sites and demos for web, kiosk and CD-ROM. Created interactive video proposals and demos built with Flash, QuickTime and Director.

MARCH 1997–DECEMBER 1999

Senior Art Director

Designed and produced web sites, online and CD-ROM-based multimedia and print projects. Created workflows and established asset-management strategies. Trained other team members in the latest tools, technologies and emerging trends.

Pierian Spring Software

AUGUST 1996–FEBRUARY 1997

Senior Art Director

Responsible for primary visual marketing communication projects, including identity system, product catalog, web site, advertising, trade show environmental graphics and other collateral materials.

JANUARY 1995–AUGUST 1996

Multimedia Designer

Worked with Pierian Spring's software development team on their interactive science products. Created, organized and produced the *Discovery Toolkit*, a monthly CD-ROM collection of multimedia clip art, including digital video, sound effects, photos and illustrations. Produced the *Teacher's Toolbox*, the accompanying tabloid-sized newsletter.

LANGUAGES

- ActionScript
- XHTML Markup
- CSS
- An everyday working knowledge of JavaScript, XML, and PHP

EXPERTISE

- Multimedia and web development, with an emphasis on Flash development
- User experience design and theory
- Information architecture
- Motion design
- Audio & video production in broadcast and online formats, including streaming Flash video
- Lead role in client proposal writing, estimating and presentations
- Training staff & client in a variety of subjects including using software tools and asset management

SOFTWARE

I am expert-level in the following:

- Flash MX 2004 Pro/Macromedia Studio
- Adobe Creative Suite
- Video tools including: Media 100, Sony Vegas, Adobe After Effects, Apple Final Cut Pro
- Streaming video tools, such as Sorenson Squeeze, Cleaner, and Apple Compressor
- Various CMS systems

CONTACT

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References available upon request.