

R Y A N L U T Z

MULTIMEDIA ARTIST

www.RyanLutz.mx

ME

I have been in the creative industry for 14 years specializing in many forms of multimedia. After getting my degree in Interactive Media, I began my career as a determined video editor and motion graphic artist. Because of my deep love in learning all forms of multimedia, I continued with online animation and web development. Which led to designing and creating online education courses for Fortune 500 companies Essential Learning, and Netsmart University. Achieving success with course design and animation, I was hired by E.W. Scripps to start their online advertisement department. Where I created over 2,000 animated ads, as well as incorporating high end video and news stories into web campaigns. As an accomplished animator, designer and video editor, I then continued to create projects for the very successful Triad Retail Media. Learning to Direct high budget commercial video shoots, assistant direct, color correct and project manage for companies such as Walmart, Sams Club, Johnson & Johnson, Tyson Foods, Keurig and more. I am also an established travel and abstract photographer. I create unique imagery through the use of light, color and software such as Cinema 4D, Photoshop and Lightroom.

EDUCATION

Academy of Design, Tampa (2003)
Associate of Science, Interactive Media

SKILL SETS

Graphic design, motion graphic design, video editing, photographer, animator, audio edit, web design, courseware developer

WORK

MULTIMEDIA DESIGNER RLMX, INC

RLMX, Inc is my personal company where I have been contracted for projects that include graphic design, motion graphics artist, video editing, photography, consulting and web design.

MOTION GRAPHIC ARTIST TRIAD RETAIL MEDIA

Lead motion graphic artist, video editor, color corrector, audio editor were a few of my roles at Triad Retail Media. We created full web campaigns that included high end video shoots for companies such as Walmart, Sams Club, Johnson & Johnson, Toys 'R Us, Keurig and more. I was also involved in assistant directing a Mastercard shoot. Designing, animating and editing in-store ad content for Sams Club. Conceptualizing sales demos for companies such as Microsoft and Keurig which led to long term multi-million dollar contracts for Triad Retail Media. I was also involved in product photography for jewelry, food and retail brands such as Tyson Foods, Sams Club and Toys 'R Us and CVS.

MULTIMEDIA ARTIST E.W. SCRIPPS

Multimedia artist specializing in ad development. My role was to create a system of animated online ads on 12 news stations websites across the country. I was the lead Flash animator where I integrated HTML and Javascripts into Googles ad network. In addition, we incorporated video news stories and client advertisement into the banner ads.

MULTIMEDIA ARTIST NETSMART UNIVERSITY

Designed custom SCORM compliant eLearning courses by utilizing PowerPoint, Articulate, Quizmaker, Camtasia, Engage and Adobe Flash. Other responsibilities include troubleshooting existing courses with functionality errors and editing XML code.