

Richard Reed

CREATIVE DIRECTOR | VIDEO | ANIMATION | DESIGN | ILLUSTRATION

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Positions Held

1996 – Current Raytheon El Segundo, CA

Senior Video Producer / Creative Director

Responsible for the end-to-end development of video productions with approval authority to assemble teams and execute tasks including identifying story, overseeing artistic direction, set design, 3D animators, motion graphics, video crew, talent, bidding and budgets.

Works directly with VPs to assure communication needs are met.

Exhibits strong leadership while guiding teams toward common pipelines and goals.

Extremely well focused on customer's needs, excellent ability to listen, collaborate and brainstorm ideas.

Manages creative control over design, story, and production approaches.

Cinematic skills include storyboarding, animatics, videography and lighting, 3D animation, 2D motion graphics and compositing, video editing, packaging and presentation.

Advanced technical knowledge of SD and HD video resolutions, aspect ratios, frame rates, and compression.

1989 – 2005 Graphic Impulses Los Angeles, CA

Owner / Art Director

Freelance design, photography, video, and animation production studio.

Clients – NASA/JPL, Mattel, Hornet Animation, "The B Movie Show", California Angels, New York Jets, San Francisco Suns, Mark Baldyga Enterprises, Basic Electronics Inc., and The Magic Of Jeremy.

1984 – 1994 Hughes Aircraft Co. Fullerton, CA

Senior Graphic Designer

Developed corporate communication collateral material for enterprise campaigns, branding, advertisements and trade shows.

Collaborated with communication executives and writers to develop, signage, promotional publications, Internet web design, digital photo compositing, technical illustrations, presentation graphics, annual reports and proposal development, caricatures and cartooning.

Education

2005 thru 2008 – Gnomon School of Visual Effects, Hollywood, CA.

1997 thru 2005 – Six Sigma Certified, industry related conferences and seminars.

1986 thru 1996 – Fullerton College, Fullerton, CA.

Digital & Analog Skills

LightWave, Maya, Modo, ZBrush, Vue, After Effects, Shake, Photoshop with proficiency at Wacom tablet interface, Final Cut Studio, Illustrator, Painter, Office, Filemaker Pro, Cleaner, Mac / Win Intel, Crow Quill Pen, Brush & Ink, Conte Charcoal, Watercolor and Acrylics, Graphite, Markers and Pencils.

Awards & Achievements

2009 – Designed 2,400 sq. ft. webcast production studio.

2006 – Awarded best external marketing video at Raytheon.

1998 – Principal contributor in the establishment of a new internal video department at Raytheon. Designed 1,000 sq. ft. space and successfully generated a viable DV production pipeline to meet the growing customer demands.

1996 – Received standing ovations at trade show screening rooms for 3D illustration and animation work.

1996 – Bronze Award - 3 Dimensional Art Directors and Illustrators.

1995 – Published advertising work for Hughes Aircraft Company in trade magazines.

1993 – Exhibited and awarded best cartooning - Fullerton College Annual Student Art Show.