

Todd Holloway

500D Falls Blvd. #4224
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Summary: Extensive experience in the development, production and delivery of a wide variety of visual/interactive media, both individually and as a team member/lead.

Experience:

2007 – Present Massachusetts EOLWD Project Manager/Information Architect

- Develop a project plan for integrating eight individual agency websites into a single cohesive website reflecting the new Executive Office Of Labor And Workforce Development.
- Inventory web content across multiple web sites/servers.
- Conduct association exercises to explore content relationships across agencies.
- Structure content in an intuitive flow from an end-user perspective utilizing wire-frames and planning tools such as Microsoft Visio.
- Conduct usability testing at multiple stages to gain vital user feedback.
- Review findings from usability testing, and integrate ideas as necessary.
- Construct the site according to the final wire-frame diagram.
- Perform follow-on testing and adjust the information architecture as necessary.

2004 – 2007 UCLA Laboratory of Neuro Imaging Multimedia Specialist

- Develop multimedia solutions for presentation on video, web, CD-ROM, and print applications.
- Formulate and implement a plan for streamlining the workflow within the web/media department.
- Improve the basic framing and organization of the award winning LONI website, on both the end-user and infrastructure levels.
- Rebuild the entire web presence through the use of web programming (HTML, CSS, PHP, JSP, Javascript, etc), and dynamic data driven content (MySQL, MS SQL, ColdFusion).
- Recommend hardware/software assets going forward.
- Model and animate in 3d applications to visually communicate complex neural functions and structures.

2003 – 2004 Amgen/Aquent MarComm Presentations Manager

- Transitioned the Amgen Presentations department to an in-house partnership with Aquent.
- Developed a flexible staffing model to support rapidly evolving requirements.
- Responsible for 20+ team members on multiple shifts.
- Determined and implemented best practices to ensure the best quality product.
- Introduced tracking systems for performance/staffing requirements.
- Provided art direction and quality control for all Marketing Communications presentations.
- Executed on-site support for Amgen events.

1999 – 2002 Malibu Studios Director of Product Development/Production

- Developed a Digital Asset Preparation product that reduced time to completion by over 95%.
- Created a flexible, reusable, and web deliverable distance learning product.
- Maintained artistic direction of project teams consisting of thirty (30+) team members.
- Sought out and cultivated partnerships with synergistic organizations.
- Ensured the delivery of all projects from conception through implementation.
- Developed proposals to determine cost/time requirements and define project scope.
- Determined and modified staffing requirements as necessary.
- Created unique and effective marketing materials for internal and external clients.
- Tracked and updated the project plan to ensure development and financial objectives were achieved.
- Acted as the point of contact between the company and the client, managed client expectations and conducted end of project reviews.
- Established process and methodology guidelines.
- Ascertain follow-up efforts to maintain client relationship.
- Generated products per client and design specifications utilizing design and multimedia applications.

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1993 - Present **Camelot Multimedia** **President / Freelance Graphic Artist**

- Determine strategic direction; develop contacts and follow up on projects with customer representatives.
- Acquire and manage contract and freelance personnel; project management; proposal and budget tracking; maintenance of corporate records.
- Web Design. Plan and layout organizational structure and user interface to provide an effective web presence. Interface with the technical team to develop functionality to satisfy design requirements.
- Multimedia presentation. Interpret client requirements and intent to develop multimedia presentations for trade show kiosks, presentations and CD-ROM titles.
- User Interface (UI) Design. Design interface layout and controls, arrange control points for ease of use and aesthetic value. Plan screen flow to produce smooth transition within the product.

1984-1999 **GTE / General Dynamics** **Senior Artist / Illustrator**

- Oversaw the development of the GTE Government Systems intra-net site in excess of 40,000 pages and 60 separate business units.
- Designed, updated and monitored GTE Intranet locations. Ensured compliance with company/ISO standards.
- Developed three separate and highly profitable Art/Media departments within GTE.
- Produced multimedia solutions for presentation via web, CD-ROM, trade show kiosk and/or projection.
- Established and maintained filing system and database to facilitate the tracking of all digital assets for retrieval, archiving and performance reporting.

Associations

- Association for Applied Interactive Multimedia
- Association of Internet Professionals
- Digital Video Professionals Association
- Project Management Institute

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Technical Proficiencies

3D

Auto*Des*Sys Form*Z
Corel Bryce 3D

Corel Dream 3D
Electric Image
Eovia Infiniti-D

Fractal Design Poser
Strata 3D Pro

AUDIO/VIDEO

Adobe Premiere
Apple Final Cut Pro
Digidesign Pro Tools

Discreet Cleaner
Macromedia SoundEdit 16
Media 100
Apple QuickTime

Real Player
Real Producer
Strata DV (Avid VideoShop)

CD-ROM/DVD

Apple DVD Studio Pro
Macromedia Director

Roxio Toast

DATABASE

4th Dimension

Claris Filemaker Pro
Cold Fusion

MSQL
MySQL

ILLUSTRATION

Adobe Dimensions
Adobe Illustrator
Adobe ImageReady

Adobe Photoshop
Adobe Streamline
Ashlar Vellum 3D
Corel Draw

Macromedia Freehand
Microsoft Visio

OFFICE TOOLS

Astound
Microsoft PowerPoint

Corel Word Perfect
Microsoft Excel
Microsoft Office

Microsoft Outlook
Microsoft Project
Microsoft Word

OPERATING SYSTEMS

Linux

Mac OS
Microsoft Windows

Novell NetWare
Tomcat

UTILITIES

Aladdin StuffIt Deluxe
Aladdin StuffIt InstallerMaker

Apple ResEdit
Netopia Timbuktu Pro

WEB APPLICATIONS

Adobe Pagemill
ASP
Bare Bones Software BBEedit
Softworks Fetch

Hypertext Markup Language
(HTML)
Javascript
JSP
Macromedia Dreamweaver

Macromedia Flash
Macromedia Shockwave
Microsoft Internet Explorer
Netscape Communicator
PHP