

# Lawrence Jackson

(310) 293-8149

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Senior Interactive Designer / Animator with more than fifteen years of hands-on experience implementing communication concepts, advertising and marketing strategies and developing interactive design solutions

## PROFESSIONAL EXPERIENCE

### Senior Animator

April 2003 - present

**Ignite Health** Irvine, CA

Advertising and PR Services

Responsible for award winning motion design and animation for major advertising campaigns for pharmaceutical clients such as Edwards Life Sciences, Merck Publishing, Gilead, and many others.

- Supervised and led animation production on the award winning web series, *Live With It*.
- Key contributor on major pharmaceutical advertising campaigns.
- Key contributor on pitches to capture new business accounts.
- Extended core skills from motion graphics into typography, web design, and branding.
- Proficient in 3D modeling, texturing, rigging and animation in 3DS Max and Cinema 4D.

### Senior Interactive Designer

March 2000 - February 2002

**Vivendi Universal** Los Angeles, CA

Children's Educational Division

Responsible for exploring strategy and tactics for the launch of education.com. Lead major online initiatives for branding concepts, Jurassic Park Kids club, and Kidspace.

- Produced animated and interactive content for online kid's clubs.
- Worked hands-on with design team to implement marketing plans and branding strategies.
- Lead numerous creative productions including character design, and interactive design and development.

### Senior Animator, Lead Artist

April 1996 - December 1999

**Knowledge Adventure** Torrance, CA

Children's Educational Software Developer

Responsible for award winning character designs and animation for the hit franchise Math Blaster. Also involved in many other successful titles such as Fisher Price's Little People Playhouse and Reading Blaster Kindergarten.

- Involved in top projects from brainstorm to concept and onward to completion.
- Designed projects with the help of focus group testing to track and maximize the game's value.
- Worked closely with producer teams to design game levels with age appropriate challenges.

### Skills and Tools

Adobe Flash, Photoshop, Illustrator  
3D Studio MAX, Cinema 4D  
HTML, CSS, XML, Javascript  
Flash Animation and Action Script  
Technical Illustration- traditional and vector based  
Photography, Image and sound editing

### Memberships / Affiliations

The Animation Academy  
Animation Nation  
ASIFA Hollywood  
Behance Network  
C4D Cafe  
CG Talk