

# ROSS MACARTNEY

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## SUMMARY

A resourceful and technically proficient creative content creator with dynamic, multi-industry experience, specializing in photography, design, videography, motion graphics, live action, creative ideation, creative development, editing, production management, art direction, broadcast, publication and/or delivery. Proven success in elevating creative teams in the name of greater performance, growth, and market standing.

## COMPUTER SKILLS

Maxon Cinema 4D, Autodesk Maya, Autodesk 3DS Max, Adobe After Effects, Adobe Premiere, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe Animate, SideFX Houdini, Redshift Renderer, Arnold Renderer, Octane Renderer, Adobe InDesign, Avid Media Composer, Avid Symphony, Final Cut Pro 7, Adobe Audition, Davinci Resolve, Unreal Engine, Unity, ProTools, Adobe Dreamweaver, WordPress, MadMapper, Modul8, MS Word, MS PowerPoint, MS Excel, and a propensity to learn new programs at a swift pace.

## EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN, Atlanta, Georgia, **M.F.A., Motion Media Design**, 2018-2021

- Focused on many areas of creative design of Motion Graphics consisting of both 2D and 3D animations.
- Developed skills in shading, texturing, lighting, animation, character animation, architectural design, compositing, graphic design, screen composition, projection mapping, motion design and more

SAVANNAH COLLEGE OF ART & DESIGN, Savannah, Georgia, **B.F.A., Film, Television and Digital Media**, 2000-2004

- Graduated CUM LAUDE with a focus on direction, cinematography, writing, producing and post-production
- Other areas of focus included drawing, graphic design, photography, and computer art

## ADDITIONAL EDUCATION

SCHOOL OF MOTION, **Design Bootcamp**, 2023

- Utilized design fundamentals and techniques to design and create style frames and storyboards for use in motion design.
- Experienced in typography, composition, and color theory within a challenging social environment.

## EXPERIENCE

VARIOUS CLIENTS, Atlanta, Georgia || **Freelance Editor and Animator**, 2016-2023

*Serve a variety of clientele through freelance websites, and my network of clients.*

- Interpreted creative briefs and worked with clients to determine best designs to meet the needs of the business.
- Utilize programs like After Effects, Cinema 4D, Photoshop, Illustrator and more
- Worked with a medical supply company to develop animations that demonstrated a medical device to their customers
- Served a client through the editing of a documentary on musical performer Fantasia

REACH MARKETING, LLC, Pearl River, New York || **Video & Motion Graphics Artist Intern**, 2021

*Served the marketing company in the creation of Advertisements and other media for both said company and their subsidiary*

*UNREAL WEB MARKETING. Worked remotely on a team of other editors, writers, and motion designers.*

- *Fulfilled the process of designing the ad, creating, and implementing animations for the advertisements.*
- *Created ads of both 2D and 3D influence.*

VARIOUS PRODUCTIONS, Atlanta, Georgia || **Production Assistant**, 2015-2017

*Worked on several TV and Commercial Productions advertising a variety of products they are as follows:*

- *RAUCOUS CONTENT* Production Assistant on hidden camera advertisement for **Budweiser**,
- *HONEST FILMS* Production Assistant on hidden camera advertisement for **Chic-fil-A**,
- Served on various other ads as a Production Assistant advertising, **NFL, Doritos, NBA, Toyota, and Krystal's**.

UNIV. OF ARK. DIVISION OF AGRI. CES, Little Rock, Arkansas || **Producer, Editor and Videographer**, 2011-2014

*Served as the production team of one creating the weekly published video documentary series title the ARKANSAS SOYBEAN PODCAST. The entire series was created for and published to YouTube.*

- Interviewed experts in the state including entomologists, soil experts, researchers, graduates and educators.
- Served as producer, videographer, editor, and motion designer on the series that saw near 150 weekly videos produced.

#### VARIOUS FEATURE FILM PRODUCTIONS || **1st Assistant Director and Grip**

- FMR Pictures, *THE POISONING* Served as Assistant Director on the feature film, Los Angeles, California | 2011
- DUNN-RITE Production, *MADISON COUNTY* supported the production of the feature film by being in charge of setting up the gear and transporting the G&E to set every day. Fayetteville, Arkansas | 2010

#### WALMART INC., Bentonville, Arkansas || **Producer (Videographer, Editor, Director), Walmart Television, 2004-2009**

*Responsible all television and video productions under the umbrella of the SAMS CLUB division, including SAMS CLUB FRESH, SAMS CLUB PHOTO, SAMS CLUB TIRE & BATTERY.*

- Managed the day-to-day production schedule for all SAMS CLUB WMTV Programs
- Operated as Videographer, Editor, Motion Designer, Lighting Technician, and Sound Editor for all video productions assigned to myself by supervisor.
- Traveled on behalf of Walmart Leaderships to various locations around the United States.
- Created countless videos utilizing the latest technologies at the time including Final Cut Pro 7, After Effects and Cinema 4D.
- Directed both pre-taped and live satellite broadcasts transmitting to the training rooms of all Walmart and Sam's Club.
- Served as camera person for the Saturday Morning Meetings.
- Put on countless Holiday Meetings and various programs for our partnering division Walmart Shows & Events.
- Produced countless seasonal programs for Sam's Club including, SAMS CLUB SPRING KICKOFF, SAMS CLUB HOLIDAY PROGRAM and SAMS CLUB MEMBERSHIP DRIVE
- Worked with Walmart Leadership to develop videos on an on-going basis.

#### AMVF PRODUCTIONS, Wilmington, North Carolina || **Developmental Producer, 2003-2004**

*Worked with a team of writers to develop television and film projects for production in Wilmington, North Carolina. Also served as a production assistant on various productions in the state of North Carolina*

- *Worked on the production of First Night for the city of Raleigh, North Carolina*
- *Read countless scripts and did my best to find the best project for our capabilities.*

#### OPTIMUS, Chicago, Illinois || **Intern, 2002**

*Served as a full-service assistant offline editor, client relations specialist and audio assistant for the Post house in downtown Chicago.*

- *Main job was to courier tapes to clients across the Chicago area.*
- *Served as assistant audio engineer for clients including Delta, Kellogg and more*

### **ADDITIONAL EXPERIENCE**

FIRST PRES. CHURCH OF BENTONVILLE, Bentonville, Arkansas, **Communications Director, and A/V Manager, 2021-2023.** Oversaw and managed the communications and social media postings of the church. Supervise the weekly livestream broadcast of service to YouTube and Facebook. Webmaster for the church's website and newsletter publication. Manage a team of inexperienced volunteers in audio engineering, camera operation and slide projection.

KODAK/DIGIPHOTO ENTERTAINMENT IMAGING, Austell, Georgia, **Site Manager, 2015-2017.** Oversaw and managed all aspects of entertainment photography experience. I hired, trained, and managed a team of inexperienced photographers and salesclerks. Before earning that position, I served in Myrtle Beach, South Carolina as a **Seasonal Site Manager** at Hard Rock Café. Before this I served as a **Temporary Site Manager** for Kodak at Stone Mountain Park in Stone Mountain, Georgia. In all locations I developed sales goals and trained, motivated a team to meet our goals every month. I provided sales data and kept the books for the sales and photographer operation.

DISNEY COLLEGE PROGRAM, Celebration, Florida, **Resort Photographer, 2004.** As part of the launch team for Disney's Photo Pass program, I worked with a team to develop training and a plan for introducing the Photo Pass experience into the parks seamlessly so that they did not interfere with the guest experience. I also learned firsthand on how to treat guests with upmost respect and kindness to provide the uncanny guest relations that Walt Disney World is known for.

### **STORYTELLING**

Over the course of my career I have written, produced, and directed three films. They are as follows.

#### ***Ocean City, 2003***

A short film about an aging entertainer reflecting on his life and what is left of it.

<https://youtu.be/gekmNUVz3IM>

#### ***Grit, 2010***

A dishwasher in a restaurant gets used and abused by his life that lay before him.

<https://youtu.be/VUSQqLopZfM>

#### ***Miraculum, 2014***

A boy is hit by a car and travels to the afterlife where he is faced with something unsettling.

<https://youtu.be/pEueDVPIQ7o>