

Joshua Jeffery

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experience

- **Director of Creative, Founder**

Evil Genius Designs, Inc. – Present

Founded a boutique design group that specializes in the design and implementation of themed technology solutions, interactive media experiences and more. Supervised creative direction and execution of more than a dozen projects, including web-based, cell-phone technology and Flash games.

- **Producer/Experience Designer**

Carnegie Mellon University, Entertainment Technology Center – Fall 2008 - Summer 2009

Conceived development project to bring unique cell-phone based interactions to guests waiting in queues. Organized and led team of seven to create more than 15 unique games and interactions that were tested on more than 1,500 guests at two prototype launches. Technology included cellular and web-based experiences. Received significant recognition and was spun into company (see above).

- **Creative Development Production Intern**

Thinkwell Design and Production – Summer 2008

Worked with administrative team overseeing more than a dozen large-scale projects. Observed and interacted with projects in varying states of production - from new business development, through charette, production and opening phases. Assisted in coordinating production schedules, talent assets and budgets.

- **Head Teaching Assistant**

Carnegie Mellon University, Building Virtual Worlds – Fall 2008

Led a team of 10 teaching assistants for a class of 60 students. Tasks included scheduling, grading, creation of lesson plans, upkeep of multiple websites, coordinating an end-of-semester staged show and facilitating multiple rapid-prototyping technology platforms.

- **Robot Hall of Fame Interactive Exhibit**

Carnegie Science Center – Spring 2008

Art Director for six person team creating an interactive exhibit where guests interact with C-3PO and R2-D2 to compose a souvenir e-photo populated with their favorite robots.

- **Walt Disney Company Graphic Designer**

Disney Direct Sales Creative Services – Spring 2007

Provided graphic design services to support sales programs including development of creative treatments, logos, print collateral, presentation graphics, online artwork and working with production vendors. Responsible for managing the day-to-day workflow of the team's projects.

education

- **Master of Entertainment Technology**

Carnegie Mellon University – Spring 2009

A multidisciplinary masters degree bridging fine art and technology, focusing on entertainment experiences.

- **B.F.A. Theatrical Design and Production, Scenic Design**

State University of New York at Fredonia – Spring 2007

related skills

- **Computer Applications/Design**

Flash Animation	Photoshop	Premiere/Final Cut Pro	Maya Modeling and Animation
Action Script 3	InDesign	After Effects/Motion	Flash Pipeline Integration
HTML and CSS	Illustrator	Microsoft Office	

Significant experience in video game pipelines, graphic design pipelines (such as dealing with print shops) and digital/web media. Solid familiarity with video editing and motion graphics.

recognition

- Kennedy Center American College Theatre Festival – Barbizon Design Award Nominee
- Carnegie Mellon University – Graduated Summa Cum Laude
- SUNY Fredonia – Graduated Magna Cum Laude
- Gary Eckhart Award for Excellence in Theatre – SUNY Fredonia