

John Locke Alderson III  
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(512) 300-6424  
Austin, TX 78722

Editor / Producer / Motion Graphic Designer / Turn-Key Videographer / Project Manager

## Summary:

Video Producer, Editor, Motion Graphic Designer with over 20 years experience, including traditional graphic design for both print and web. Proficient in all core applications of Adobe's Creative Suite (PS, AI, AE, DW, InDesign, Premiere, Audition), proficiency in Cinema 4D and comfortable working in any 3D environment. Freelancer in live event production, project management, technical directing, web development, and Filemaker development for clients ranging from local to Fortune 500 companies.

- Produced the Winner's Circle Zoom interviews for NASCAR's first ever race on Austin's Circuit of the Americas track
- Lighting Designer / Tech. Specialist for KUTX's live broadcast during SXSW 2017 & 2018 "Live from the Four Seasons"
- Creative lead on the Scarbrough Building's Holiday Window Displays 2007 & 2008 winning the 2007 Barbara Jordan Media Award, awarded by the Texas Governor's Office

Specialties: Motion Graphic Design, Video Editing, Turn-Key Video Production, Video Engineer, Audio Engineer, Projectionist, Projection Mapping, Lighting Design, Set Design, Project Manager, Technical Director, V1, L1, A2.

## Self Employment:

**Numen Productions**, Austin, Dallas, San Antonio, Houston, Chicago, Los Angeles, San Francisco, Vancouver • 1997-Present  
Founder / Principal / Producer / Motion Designer / Editor / Location Scout / Project Manager / Technical Director

Previous Clients Include: SXSW, DoorDash, FILO Productions, Verizon, Dell, Lenovo, American Egg Board, Texas Society of Architects, Dallas Producers Association, SXSW Film, Shoot First Pictures, Spiceworks, Invodo, ADS Logistic Services, ContempoAustin Homes, Big Modern Art, Miranda Pleasant, Filbert's Natural Soda, Nokia, EDS, Potts Productions, Equity Residential, Karamelegos Corp, The Scoot Inn, De Sellers LPC, Dr. Anne Malec, Symmetry Counseling, Congress House Recording Studio, K2 Austin Properties & Design, Mexic-Arte Museum, Alex Jones, Hot on Homes, Groove Labs, AVTS.

## Full-Time Employment:

**PSAV**, Austin • 2013-2014 & 2016-2019

Technical Supervisor

Technical Director, Technical Supervisor, Crew Lead, Project Manager, Projectionist, IT Support Specialist, Audio/Video Operator/Engineer (A1/V1), Live Video Switching (vMix, Anologue Way, TriCaster, Barco, Roland), Lighting Designer (L1). Procure equipment, Supervisor of Technicians, provide pre-production, support, setup, and breakdown of presentation services for corporate communications, live music concerts, fundraisers, auctions, galas, weddings and other special events.

**Visible Spectrum, Inc.**, Chicago • 2014-2016

Motion Graphic Designer / Graphic Designer

Created, updated and produced creative and effective marketing materials for multiple types of media with an emphasis on Variable Data Videos™ and templated ads used for local/regional broadcast, and in multiple format digital signage solutions. Designed all presentation materials for CEO and executive / sales teams.

- Built custom render farm from 6 degraded machines efficiently re-utilizing retired equipment and increasing render times by ~600%
- Recorded all voice overs for corporate communications effectively being the "voice of VSI"
- Composed and recorded custom musical scores for all corporate communications

**The University of Texas at Dallas**, Dallas • 2011-2012

Graphic Designer II

Designed layout and artwork for all media that promoted the University (e.g. regional broadcast, animations, print ads, publications, websites, video production, video editing, motion graphics, photography and billboards).

- Produced, shot, edited, finalized and distributed 45 videos in 20 months while employed at UT Dallas
- Custom built broadcast-style teleprompter, saving UT Dallas ~\$6k
- Built custom render farm from 5 computers scheduled for surplus, saving the University between \$15-\$20k and efficiently re-utilizing retired equipment while increasing render times by ~500%

**Tap.tv, Chicago • 2009-2011**

## Video Producer / Motion Graphic Designer

Digital media startup that provided private network content with customizable Variable Data Videos™ that parsed RSS feeds and database driven content for templated local, regional and national advertising. My role was to previs, concept, story board, style frame, design, create, animate, motion test and final composite tailored ads for local and national client base. Created network IDs and bumpers for Tap's Gameday and Taparazzi channels. Managed Tap.tv's web-based AdManager matrix system. Also, served as webmaster of www.tap.tv and created custom HTML layouts for marketing campaigns. As a Producer, I coordinated, cast, and edited live-action network shoots.

- Custom built broadcast-style teleprompter, saving company ~\$6k

**Texas School for the Deaf, Austin • 2002-2009**

## Information Specialist III / Database Developer

Editor in chief, lead photographer and lead writer of TSD's quarterly journal, "The Lone Star". Webmaster, including front and back-end web development. Designed all TSD publications, from pamphlets and brochures to the Annual Report. Co-managed the in-house print shop and supervised use of external vendors. Drafted press releases and helped develop outreach strategies. Turn-key produced all Public Service Announcements for broadcast. Coordinated and directed live event productions, from multiple camera iMags to scenic design. Developer of TSD's core Filemaker databases.

- Designed, developed and launched ground-up redesign of www.tsd.state.tx.us using entirely CSS-based layout several years before CSS-based layout became a web standard
- Taught advanced Photoshop classes at TSD's Summer Tech Camp
- Creative lead on the Scarbrough Building's Holiday Window Displays 2007 & 2008 winning the 2007 Barbara Jordan Media Award, awarded by the Texas Governor's Office

**Microsoft's Digital Anvil, Austin • 2000-2002**

## Cinematics Designer / VFX Artist / Database Developer

Designed cinematic scenes for Digital Anvil's PC game "Freelancer" using a proprietary, in-game scripting tool "Petal", including everything from character animation, lighting, directing and editing in-game cinematic scenes. Built custom visual effects using a Maya-based particle generation system "Alchemy." Administered /developed art department's Filemaker asset database. Project lead on the logic tree system that ran a dynamic location and rank-based conversation system for in-game play.

**Addecco at Apple, Austin • 1999-2000**

## Frontline Tech Support / Customer Relations

Provided Apple's Frontline Tech Support, adept at problem solving, helping customers solve a wide range of IT-related issues while ensuring the highest quality of customer satisfaction.

**Software Proficiency:**

Cinema 4D, After Effects, Photoshop, Illustrator, Premiere, InDesign, Dreamweaver, Final Cut Pro, Media Composer, vMix, Audition, Resolume Arena, Encore, Soundbooth, Particle Illusion, Flash, Petal (proprietary Microsoft Cinematics scripting tool), FileMaker Pro, Motion, DASLight, QLC, Geometry Manager, Pro Tools, Logic, Ableton Live, MS Office Suite, Hand-coded HTML and CSS using Sublime Text, basic JavaScript, ActionScript and PHP.

**Education:**

Austin College, Sherman, TX, Communications • 1993-1994

Austin Community College, Austin, TX, Post-Production • 1995-1997 & 1998-2000

Collin County Community College, Plano, TX, 3D Animation / Post-Production • 1997-1998

UT Dallas, Richardson, TX, Humanities / pre-Law • 2011-2012

**Portfolio / Profile:**

<http://numenproductions.com>

<https://www.linkedin.com/in/joalderson/>