

CURRICULUM VITAE

DANIEL PITA

Career Objective:

A professional and accomplished Multi-Disciplined Art Director with over 17 years of experience within the design industry seeks a challenging and rewarding career in new media, advertising & entertainment industries. The ideal role will be in motion graphic and video production at a senior level. In this position I will continue to demonstrate professional creative and technical skills at a high level, with an opportunity to always learn and develop new techniques.

Personal Information:

Phone: +61 (0) 415 894 358
Email: mail@danielpita.com
Website: www.danielpita.com
Date of Birth: 3 December 1978
Marital Status: Married
Nationality: Australian
Languages: Fluent in English. Some Portuguese. Some Spanish

Personal Strengths and Professional Profile:

- An accomplished Digital Artist with a keen eye for detail and a strong passion for all forms of art and design.
- Experienced manager with strong leadership skills.
- Experienced in teaching and lecturing students studying graphic design and multimedia.
- Reliable and fast working with efficient use of all applications.
- A natural ability to focus on the goal and end result of a project throughout the creative and development stages.
- Highly interested in learning and adapting new skills and techniques.

Demonstrated Competencies:

- Experienced in all facets of Graphic Design, Motion Graphics, Animation and Visual Effects including: **Modelling, sculpting, rigging, texturing, shader development, pre-visualization, particle systems, editing, compositing and Colour-correction.**
- An excellent understanding of computers, both **Windows** and **Mac OS**.
- Excellent understanding of rendering engines, **V-Ray, Octane & Redshift**
- Some experience working with coding languages such as **HTML, CSS, and JavaScript**
- Natural media skills such as **drawing** and **painting**, which help greatly in speedy concept development.
- Professional photography and film set experience.
- Familiar with Camera brands such as, Blackmagic, Canon, Sony and Panasonic.
- Professional experience in **Storyboarding** and **Pre-visualization**.
- Professional experience in **greenscreen** technical direction and extraction.
- Professional experience in **Rotoscoping**.
- High skilled in the following software:

After Effects
Photoshop
Premiere Pro
Illustrator
InDesign
Media Encoder
Audition

Lightroom
Acrobat
Animate
Cinema 4D
Nuke
SynthEyes
Mocha

Maya
3ds Max
Character Animator
Zbrush
Microsoft Office

Clients:

MSWA
TAB
Paramount Pictures
Warner Music
Sony Records
Universal Records
CNN
Sony Playstation
The Lion King - Broadway
Canon

P&N Bank
The Perth Mint
Universal Pictures
Sky+HD
Facebook
Unilever
Rexona
Dove
Nestle'
Barclays

Lotterywest
FMG
Google
Royal Bank of Scotland
First Direct Bank
Nokia
Honda
Coca-Cola
Omega
Sunsilk

Employment History:

Self Employed, Perth, Western Australia

Freelance Graphic Director; May 2002 – Present

Key Achievement: Sole designer for various print, web and motion design projects. Dealing directly with clients, managing my time and meeting deadlines.

Duties and Responsibilities:

- Produce 3D animation & VFX shots for advertising.
- 3D modelling & texturing.
- Mental Ray Shader development and rendering.
- Rigging for animation.
- Compositing & Finishing.
- Shot Pre-visualization.
- Produce high quality Photoshop/3D illustrations for print.
- Setup and direct photo and film shoots.
- Work independently and be self-motivated.
- Attend client meetings and take client briefs.
- Pitch concepts to clients.
- Manage own time and finances.

Fixle Pty Ltd, Perth, Western Australia

Creative Lead; September 2019 – March 2022

Key Achievement: Oversaw in the production of all visual media, for the company's products and promotional materials.

Duties and Responsibilities:

- Produce motion graphics elements for advertising.
- Art direction of advertising campaigns.
- Project management, and production oversight.
- Attend client meetings and take client briefs.
- Pitch concepts to management.
- Video & Photo shoot direction
- Video editing.

Boogie Monster - Post Production, Perth, Western Australia

Animation Director; September 2017 – October 2019

Key Achievement: Having the opportunity to conceptualise and supervise film & TV productions.

Duties and Responsibilities:

- Art direction, project management and task allocation.
- Produce VFX & motion graphics shots for advertising.
- Direct liaison between the client, designers and copywriters.
- Art direction of high-profile advertising campaigns.
- Attend client meetings and take client briefs.
- Pitch concepts to clients.
- Colour grading.
- Video editing.
- 3D modelling & texturing.
- Compositing & Finishing.

Sandbox Post Production, Perth, Western Australia

Freelance Motion Graphic Designer; December 2015 – August 2017

Key Achievement: Having the opportunity to conceptualise and design motion graphics and visual effects for the NBA.

Duties and Responsibilities:

- Produce illustrations.
- Shot Pre-visualization.
- Produce motion graphics shots for advertising.
- Compositing & Finishing.
- Direct liaison between the client, Directors & Producers.

Hogarth London, London, UK

Freelance Motion Graphic Designer; January 2015 – November 2015

Key Achievement: Having an opportunity to produce high-end motion graphics and digital designs for well-known international brands, and to be a part of international ad campaign pitch process.

Duties and Responsibilities:

- Produce 3D animation, VFX & motion graphics shots for advertising.
- Compositing & Finishing.
- Video editing.
- Compositing & Finishing.
- Direct liaison between the client, designers and copywriters.

XYi Design, London, UK

Freelance Motion Graphic Designer; – June 2015

Key Achievement:

Having an opportunity to produce high-end motion graphics for new release feature film advertising.

Duties and Responsibilities:

- Produce 2D & 3D animation shots for advertising across all mediums.
- Create Rich banner ad designs and webpage designs for high-profile campaigns.
- Produce print design for high-profile advertising campaigns.

CNN London, London, UK

Freelance Motion Graphic Designer; April 2014 - Aug 2014

Key Achievement: Experience working in an international Cable News Network, producing motion graphics for broadcast.

Duties and Responsibilities:

- Produce 3D animation, VFX & motion graphics shots for advertising.
- 3D modelling & texturing.
- Compositing & Finishing.
- Direct liaison between the client, designers and copywriters.
- Art direction of high-profile advertising campaigns.

DRUM London London, UK

Freelance Motion Graphic Designer; August 2014

Key Achievement: Having the opportunity to work on high-end motion graphics and visual effects for a Sony PlayStation 4 promotions.

Duties and Responsibilities:

- Produce 3D animation, VFX & motion graphics shots for advertising.
- Video Editing.
- Compositing & Finishing.

DARE London, London, UK

Freelance Motion Graphic Designer; May 2014

Key Achievement: Having the opportunity to work on high-end motion graphics and visual effects for a major banking company's new ad campaign.

Duties and Responsibilities:

- Produce illustrations.
- Motion tracking.
- Shot Pre-visualization.
- Produce motion graphics shots for advertising.
- Video Editing.
- Compositing & Finishing.
- Direct liaison between the client, designers and copywriters.

JWT London, London, UK

Steam – Motion & Sound, London, UK

Freelance Motion Graphic Designer; February 2013 – November 2015

Key Achievement: Having an opportunity to produce high-end motion graphics & animations for international record label promotions & music videos.

Duties and Responsibilities:

- Produce motion graphics shots for advertising.
- Produce 3D animation & VFX shots for advertising.
- Video Editing.
- Compositing & Finishing.
- Shot Pre-visualization.
- Work independently and be self-motivated.

BMO Australia, Amsterdam, the Netherlands

Freelance Art Director & Animator; October 2013 – November 2015

Key Achievement: Having the opportunity to conceptualize, direct & produce a full TV commercial from start to finish.

Duties and Responsibilities:

- Produce 3D animation & VFX shots for advertising.
- 3D modelling & texturing.
- Mental Ray Shader development and rendering.
- Rigging for animation.
- Compositing & Finishing.
- Shot Pre-visualization.
- Produce high quality Photoshop/3D illustrations for print.
- Setup and direct photo and film shoots.
- Work independently and be self-motivated.
- Attend client meetings and take client briefs.
- Pitch concepts to clients.
- Manage own time and finances.

E-Graphics Worldwide, London, UK

Freelance Motion Graphic Designer; September 2013

Key Achievement: Produce high-end motion graphics ads for well-known European brands.

Duties and Responsibilities:

- Produce motion graphics shots for digital advertising.
- Motion graphic shot versioning for multiple languages.
- Video Editing.
- Compositing & Finishing.

Kaboom Studios, London, UK

Freelance Visual Effects Artist; July 2013 – August 2013

Key Achievement: Led the Graphics team in producing high-end motion graphics and visual effects for a major banking company's new ad campaign.

Duties and Responsibilities:

- Produce 3D animation & VFX shots.
- Produce motion graphics elements.
- Compositing & Finishing.
- Shot Pre-visualization.
- Colour grading.
- Video editing.
- Art direction, project management and task allocation.

McGarrybowen–Dentsu Network, London, UK

Freelance Digital Designer; May 2013 – December 2013

Key Achievement: Having an opportunity to produce high-end motion graphics and digital designs for well-known international brands, and to be a part of international ad campaign pitch process.

Duties and Responsibilities:

- Produce 2D & 3D animation shots for advertising across all mediums.
- Create Rich banner ad designs and webpage designs for high-profile campaigns.
- Produce print design for high-profile advertising campaigns.

M-integrated, London, UK

Freelance Motion Graphic Designer; October 2012 – November 2015

Key Achievement: Working in a major brand solutions company in the UK, producing motion graphics for well-known UK brands, to be seen on UK television.

Duties and Responsibilities:

- Produce motion graphics shots for advertising.
- Produce VFX shots for advertising.
- Compositing & Finishing.

Bid Shopping, London, UK

Freelance Motion Graphic Designer; September 2012

Key Achievement: Experience working in a live Television Studio, producing motion graphics for ads and promos.

Duties and Responsibilities:

- Produce motion graphics shots for advertising.
- Produce 3D animation & VFX shots for advertising.
- Video Editing.
- Compositing & Finishing.

Picasso Pictures, London, UK

Freelance 3D Animation Designer; June 2012

Key Achievement: Having an opportunity to produce high-end motion graphics & animations for international brands.

Duties and Responsibilities:

- Produce 2D & 3D animation shots for advertising.
- 3D modelling & texturing.
- Video Editing.
- Compositing & Finishing.

Grey London, London, UK

Freelance Motion Graphic Designer; June 2012

Key Achievement: Produce high-end motion graphics for well-known British organisations.

Duties and Responsibilities:

- Produce motion graphics shots for advertising.
- Compositing & Finishing.

Whitecoat Productions, London, UK

Freelance Motion Graphic Designer; May 2012 – May 2014

Key Achievement: My first experience working in an international film production studio in the UK, producing motion graphics for well-known brands.

Duties and Responsibilities:

- Produce motion graphics shots for advertising.
- Produce 3D animation & VFX shots for advertising.
- Compositing & Finishing.

Central Institute of Technology and West Coast Institute of Learning, Perth, Western Australia

Multimedia Design Lecturer; February 2010 – July 2011

Key Achievement: Development of new teaching methods for the latest design technologies, resulting in a more relevant and easily understood curriculum. Sharing industry knowledge and experience with these up-coming animators and multimedia designers encouraged students to apply their new skills and develop quality material.

Duties and Responsibilities:

- Mentor and direct 3D Modelling and 3D Animation projects.
- Mentor and direct 2D Animation, Digital Video Editing projects.
- Teach Visual Design and Drawing concepts.
- Researching new design technologies and software.
- Teach and assess the use of Digital Cameras and other audio-visual equipment.
- Researching new design technologies and software.

- Effective verbal and written communication with students, staff and colleagues.

The Message Group, Perth, Western Australia

Senior Multimedia Designer; August 2006 – July 2009

Key Achievement: Development and implementation of effective new workflow procedures for all design staff, enabling smoother and more efficient productivity amongst all creative departments. This resulted in an extremely cost-effective outcome, enabling the company to turn around more projects within a shorter timeframe.

Duties and Responsibilities:

- Produce 3D animation & VFX shots for advertising.
- Produce motion graphics elements for advertising.
- 3D modelling & texturing.
- Mental Ray Shader development and rendering.
- Shot Pre-visualization.
- Compositing & Finishing.
- Art direction of high-profile advertising campaigns.
- Direct liaison between the client, designers and copywriters.
- Managing a team of designers and web developers in the production process.
- Project management, task allocation and production oversight.
- Develop and write workflow procedures for all design staff.

Excalibur Productions, Fremantle, Western Australia

Animation Supervisor; August 2005 – November 2005

Key Achievement: Led the design and animation team to produce high-end architectural visualizations for urban land developments in the West Australian metropolitan area. This resulted in attracting a larger portfolio of clientele for the company.

Duties and Responsibilities:

- Produce 3D animation & VFX shots for architectural visualisations.
- Vehicle & Character rigging for animation.
- 3D modelling & texturing.
- Shot Pre-visualization.
- V-Ray Shader development and rendering.
- Compositing green screened actors into computer generated environments.
- Art direction, project management and task allocation.
- Creation of storyboards for video presentations.
- Direct green-screen film shoots.

Storyteller Media Group, Perth, Western Australia

Senior Motion Graphics Artist; June 2004 – September 2005

Key Achievement: Led the Motion Graphics Department in producing high-end video graphic elements and visual effects for documentary films and international television series. This resulted in a more modern and professional delivery of the studio's work.

Duties and Responsibilities:

- Produce 3D animation, VFX shots & motion graphics elements for network television shows.
- 3D modelling & texturing.
- Compositing & Finishing.
- Shot Pre-visualization.
- Mental Ray Shader development and rendering.
- Compositing of green screened actors into computer generated environments.
- Video Editing.
- Art direction, project management and task allocation.
- Creation of storyboards for video presentations.
- Direct green-screen film shoots.
- Produce high quality Photoshop/3D illustrations for print.

Educational Qualifications:

Diploma of Screen Design and Animation, the Film and Television Institute of Western Australia.
February - August 2003

Advanced Diploma in Graphic Design and Multimedia, Central Institute of Technology, Western Australia.
February 1999 - December 2000

Awards and Accolades:

2005 Best Animation Award - 18th Annual Western Australian Screen Awards
2000 Motion Graphics Award - The Western Australian School of Art and Design Media

Professional References:

Please note contacting referees, some are based in Other countries which have a time difference.

Steve Vojkovic, Boogie Monster
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