



JANSEN GEFERT

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DIGITAL ARTIST

Twelve years experience and record of success using a wide range of software across many different mediums. Responsible for award-winning branding campaigns and art direction. Skilled at communicating efficiently based around project pipelines.

SKILLS

3D Modeling / Texturing / Lighting / UV Mapping / Matte Painting / Photo Manipulation / Retouching / Compositing / Graphic / Web / Mobile / Print Design / Video & Audio Editing / Retouching / Animation

SOFTWARE

Adobe Suite / Office Suite / Maya / 3DS Max / Cinema 4D / Zbrush / Final Cut / Rhino / Modo

EDUCATION

The Cleveland Institute of Art (BFA)

PROFESSIONAL EXPERIENCE

- adidas**
3D Artist
APR '16 - DEC '17
- Responsible for 3D footwear design of adidas & Reebok shoes used in online customization.
 - Ensured 3D models were perfect representations of their physical shoe samples.
 - Created and applied textures to match physical design variants.
 - Communicated daily project pipeline details to members of team both locally and globally.
 - Responsible for spreadsheets used in all aspects of the pipeline using distinct naming conventions.
 - Inspected quality and functionality of appearance and customization options / operations in online shoe configurator.
- Freelance**
Digital Artist
2015 - 2016
- SciFutures** / Creating hundreds of low-poly, 3D models of fixtures & appliances for the Lowe's Holoroom.
Game ready models created & optimized in Maya for use in Unity Game Engine.
- 2011 - 2015
- Ion Creative** / Created 3D Visualization of the Mandalay Bay Convention Center, Jordan, Project Hollywood, WSS, TNT & Street League Skateboarding store interiors.
- 2011 - 2015
- Graphic Design** / Designed logos and/or other work for: Altman Pictures, Tan Junkie, Achilles Running, Fuku Burger & Pink Taco
- 2014
- Operation: The Game Show** / Designed interior stage set and provided 3D visualization..
- 2012 - 2014
- Video Post** / Clean plate & touch-up work in a number of commercials & music videos.
- 2012
- Agents Choice** / Created 3D print visuals for a series of post cards in a new marketing campaign.
- 2011
- Arenas Group** / Created 3D Titles for Underworld Awakening TV spots.
- Proteg-GO**
Art Director
2012 - 2013
- Designed the brand from the ground-up including their logo & all assets for both the Proteg-GO website & mobile app.
- Stereo D**
Paint / Composite Artist
2013
- Used Nuke, Sillhouette, Mocha & After Effects to create clean plates & stereo paint in the making of Jurassic Park 3D.
- Red Lantern Game Studios**
3D Concept Artist
2010- 2011
- Transformed concept artwork into high and low poly 3D models. All models included UV texture and normal maps for game ready use in the Unreal 3 game engine.
- Engineered the working, mechanical parts for realistic operation.
 - Designed & created animated demonstrations of weaponry.
- Red 40 Productions**
3D Art Specialist
2007- 2009
- Created all 3D assets for music videos, game trailers and other forms of post production media.
- Created 3D characters & environments for a 3D animated music video for the band "Wild Sweet Orange."
 - Designed & created 3D billboard seen in Chamillionaire's "Good Morning" Video.
 - Designed & created 3D breakdancing stage interior for the Nintendo DS's "Red Bull BC One" promos.
 - Designed & created thirty second 3D animated promotion for Additive Interactive.
 - Designed & created ebd title design / creation for the video game trailer of "Velvet Assassin."
 - Created 3D animation, lighting, & compositing in a series of trailers for iPhone app "Gadgets & Gizmos."
- Battelle & Cleveland Institute of Art**
3D Artist
2007- 2009
- One year project deadline; creating new, conceptual designs & safety features for Military M1114 Humvee.
- Built full scale mock-up construction with several team members.
 - Worked closely with the National Guard in Lansing, Michigan to help optimize designs.
 - Created 3D models and animations illustrating functionality for the team's proposed concepts.
 - Created organized presentation designs used to display our concepts in an efficient fashion.
 - The school's president quoted it as being "one of the most successful events in the school's history."
- Anthony P. Scalmato**
3D Artist
2007
- Created 3D Subway Interior using 3DS Max.
- Worked closely with the director to create exceptionally dirty textures to efficiently fit his vision.

AWARDS & HONORS

- 2012 / Won a logo design contest, against hundreds of competitors all over the world, for start-up company, Proteg-GO.
- 2013 / Out of 20,000+ presented apps, Stuff Magazine granted Proteg-GO "Best in Show" at the CES convention in Las Vegas.
- 2013 / Proteg-GO was featured on top technology based markets such as CNET, Yahoo & BBC News within just days of launch.
- 2007 / Anthony P. Scalmato's "When the World Goes Dark" won a Student Emmy in Los Angeles and took home wins at Dragon Con Short Film Festival, ATAS Foundation College Television Awards & The Asheville Film Festival.
- 2007 - 2009 / Made Honor Roll every semester while participating in my major.