



JANSEN GEFERT

www.jansengefert.com
jgefert@gmail.com
213.309.9292

DIGITAL ARTIST

Sixteen years of professional experience and record of success using a wide range of software across many different mediums. Responsible for award-winning branding campaigns and art direction.

SKILLS

3D / Editing / Photo Manipulation / Retouching / Compositing / Graphic / Web / Mobile / Print Design
Video & Audio Editing / Retouching

SOFTWARE

Adobe Suite / 3DS Max / Zbrush / Final Cut / Substance Painter / Unreal Engine

EDUCATION

The Cleveland Institute of Art (BFA)

PROFESSIONAL EXPERIENCE

PixelPool 3D Artist

JUN '18 - PRESENT

Responsible for creation of 3D renders of retail spaces and branding campaigns.

- Consistently worked closely with large brands such as Nike, Levis, lululemon, Jordan, Timberland & many others across countless projects.
- Daily communication with teams all over the globe.
- Utilized 3DS Max, Substance Painter & Quixel to create environments / assets used in the Unreal game engine for PixelPool's Dtail platform.

Adidas 3D Artist

APR '16 - DEC '17

Responsible for creation of 3D adidas / Reebok shoes to be used in the online shoe customization.

- Made sure 3D models matched the physical shoe samples in entirety.
- Created and applied textures used on shoes to match physical design samples as well as possible.
- Communicated daily project pipeline details to members of team in the US and in Germany.
- 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

2011 - 2015

2011 - 2015

2014

2012 - 2014

2012

2011

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.

Ion Creative / Created 3D Visualization of the Mandalay Bay Convention Center, Jordan, Project Hollywood, WSS, TNT & Street League Skateboarding store interiors.

Graphic Design / Designed logos and/or other work for: Altman Pictures, Tan Junkie, Achilles Running, Fuku Burger & Pink Taco

Operation: The Game Show / Designed interior stage set and provided 3D visualization..

Video Post / Clean plate & touch-up work in a number of commercials & music videos.

Agents Choice / Created 3D print visuals for a series of post cards in a new marketing campaign.

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, Silhouette, 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."

AWARDS & HONORS

2017 / Have original artwork hanging in the home of Action Bronson.

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.