



John Schroeder

Creative Direction • Motion Graphic Design • Visual FX

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CAREER SUMMARY

2006 - Present

image4industry.com (Los Angeles, CA) Consultancy & Creative Blog

image4industry.com represents a broad spectrum creative endeavor. Encompassing design, illustration, animation, 3D and visual effects for broadcast, interactive, film, digital & print mediums. Previous ventures over the past 30 years include work for CBS, ABC, FOX & UPN O&O's, Gannett, Sony, Toyota, Starbucks, FOX Sportsnet, Comcast Sportsnet, Nordstrom, Round Table Pizza, Nissan, Covad & Juniper Networks, Sideshow Entertainment, & Live Nation...

I humbly pride myself as a designer and artist. My passion is function and form. My tools are spatial and temporal. My goal is relevant impact. My job is to make a difference.

2016 - 2017

MotoShare (Startup, San Francisco, CA) Creative Director

Responsibilities:

- Establish, maintain & expand user experience, brand, image & identity across product, marketing & promotions.

2013 - 2016

xTV (Startup, San Francisco, CA) Creative Director

Responsibilities:

- Establish, maintain & expand user experience, brand, image & identity across product, marketing & promotions.

Notable Opportunities:

- Worked with AT&T on next generation concepts for DirecTV cloud services.
- Created Concept Engineer position for translation of high concept key art into software development.

2009 - 2013

Comcast Sportsnet (NBC Sports Group, San Francisco, CA) Art Director

Responsibilities:

- Manage & assist 5 person art department in the support of marketing, promotions, sales, news & digital operations.
- Design & implement on-air graphics, still & animated.
- Conceptualize & execute pre/post production motion graphics projects.
- Design & illustration for various spot & full color print related projects.
- Monitor and maintain visual on-air quality, consistency & brand integrity.
- Art direction for live action & photographic shoots in-house and on-location.
- Conceive & implement design & technical training for artists.
- Coordinate in- & out-of-house resources on various projects.
- Concept & design including 3D pre-visualization for sets, vehicles and signage.
- Upkeep & maintenance of department workstations & network.
- Specify technology recommendations & capital acquisitions.

Notable Opportunities:

- Worked on high end brand integrations for some of the largest entities in the corporate world. (Bending reality to get them to play well together)

2004 - 2013

Expression College For Digital Arts (San Francisco Bay Area, CA) Program Advisory Committee

Responsibilities:

- Curriculum consultant & guest lecturer.

2008 - 2009

ABC 7 (ABC Owned Station Group / Disney, San Francisco, CA) Interim Art Director

Responsibilities:

- Manage & assist 5 person art department for station re-brand.

2000 - 2006

CBS 5 / UPN 44 (Viacom Television Stations Group, San Francisco, CA) Design Director

Responsibilities:

- Manage & assist 11 person art department in the support of marketing, promotions, spot sales, news & web operations.
- Design & implement on-air graphics, still & animated.
- Conceptualize & execute pre/post production motion graphic projects.
- Design & illustration for various spot & full color print related projects.
- Monitor and maintain graphical on-air quality, consistency & brand integrity.
- Art direction for live action & photographic shoots in-house and on-location.
- Conceive & implement design & technical training for artists.
- Coordinate in- & out-of-house resources on various projects.
- Concept & design, including 3D pre-visualization for sets, vehicles and signage.
- Upkeep & maintenance of department workstations & network.
- Technology recommendations & capital purchases.

Notable Opportunities:

- Worked on high end brand integrations for some of the largest entities in the corporate world. (Bending reality to get them to play well together)
- Worked on early stage concepts for Evening Magazine with Mike Rowe that would eventually become Dirty Jobs.
- Curious Software development partner for World Maps software.
- Facilitated migration of proprietary Quantel Paint Box systems to desktop solutions.

1996 - 2000

ABC 6 / FOX 28 (Sinclair Communications, Columbus, OH) Art Director

Responsibilities:

- Manage & assist 5 person art department in the support of marketing promotions, spot sales, news & web operations.
- Design & implement on-air graphics, still & animated.
- Conceptualize & execute pre/post production motion graphic projects.
- Design & illustration for various spot & full color print related projects.
- Monitor and maintain graphical on-air quality, consistency & brand integrity.
- Art direction for live action & photographic shoots in-house and on-location.
- Conceive & implement design & technical training for artists.
- Coordinate in- & out-of-house resources on various projects.
- Concept & design including 3D pre-visualization for sets, vehicles and signage.
- Upkeep & maintenance of department workstations & network.
- Technology recommendations & capital purchases.

Notable Opportunities:

- Working with The Ohio State University on sports related broadcast projects & brand integrations.
- Facilitated migration of proprietary Dynatek Paint Box systems to desktop solutions.

1994 - 1996

CBS 11, 96.9 FM, 1240 AM (Fort Myers Broadcasting, Fort Myers, FL) Art Director

Responsibilities:

- Design & implement on-air graphics, still & animated.
- Conceptualize & execute pre/post production graphics supporting promotions, sales & news.
- Monitor and maintain graphical on-air quality, consistency & brand integrity.
- Art direction for live action & photographic shoots in-house and on-location.
- Train various personnel for on air graphics support.
- Design & illustration of various spot & full color print related projects.
- Concept & design including 3D pre-visualization for sets, vehicles and signage.
- Upkeep & maintenance of department workstations & network.
- Technology recommendations & capital purchases.

1993 - 1994

Global Graphics (Graphics agency, Fort Myers, FL) Senior Designer / Partner

Responsibilities:

- Coordinating & working on still & motion design projects for print & television related media.
- Art direction for photographic shoots out-of-house.
- Upkeep & maintenance of company workstations & network.

1991 - 1993

Fort Myers News-Press / USA Today (Gannett Media, Fort Myers, FL) Lead Artist

Responsibilities:

- Digital illustrations for local story graphics.
- Concept & design for display ads & special sections/promotions.
- Art direction for photographic shoots in-house.
- Upkeep & maintenance of department workstations & network.
- Technology recommendations & capital purchases.

1985 - 1991

TV Scene (Anderson Communications Group, Fort Myers, FL) Artist

Responsibilities:

- Design & illustration for various spot & full color print related needs.

TECHNICAL EXPERIENCE

Software Platforms:

- Adobe PhotoShop
- Adobe AfterEffects
- Adobe Illustrator
- Adobe XD
- Cinema 4D
- Poser Fusion 3D
- Apple Script
- Java Compact English (After Effects)
- Final Cut Pro
- Invision DPD UI/UX
- SketchFab
- Microsoft Office
- Google Docs
- Red Giant Suite
- Mocha Track

Legacy:

- Vue 3D
- Google Poly
- Zbrush
- Adobe Premiere
- LightWave 3D
- Macromedia Freehand
- Discreet Combustion
- Curious World Maps
- Infini-D
- Commotion Pro
- Corel Painter
- Corel Draw
- QuickKeys Automation
- Foundry Nuke
- Autodesk Maya
- Adobe Flash
- Bryce 3D
- Synth Eye Track
- Aldus Page Maker
- Quark Xpress
- Xcode
- Base Camp

Hardware Platforms:

- Apple/Mac
- Windows/PC
- GoPro Digital Camera Systems & Native File Formats
- Canon Digital Camera Systems & Native File Formats
- Sony Digital Camera Systems & Native File Formats
- RED Digital Camera Systems & Native File Formats

Legacy:

- Chyron Duet, Lyric & Aprisa
- Accom Affinity
- Media 100
- Panasonic Post Box
- Avid Media Composer
- Pinnacle Still Store
- Quantel Picture Box
- DynaTek DP 4:2:2 & Max Paint Systems
- Harris Hal & Express Paint Systems
- Harris Still Store