

# Chris McBride

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www.ultranique.com

- Forward-thinking attitude
- Outside the box problem solving
- Clean and modern design aesthetic
- Strong work ethic and integrity
- Sharp eye for details and organization
- Excellent long-term project planning
- Professional use of Adobe design tools since 1997
- 3D skills include Modo, Maya, ZBrush and Substance Painter

Print Design



Web Design



3D Asset Creation



Project Planning



Technology Management



Support & Training



Social Media Management



## Experience

### 2018 - Present

#### Technical Artist/Avatar Designer (Freelance) - The MetaMovie Project - New York, NY

- Designer of avatars for actors used in live performances in virtual reality (High Fidelity and NeosVR platforms). Worked with the director and producer to create original characters, from concept art to final articulated models using Zbrush, Maya, Modo and Substance Painter.

### 2006 - Present

#### Art Director/Project Manager/IT Manager - Westerfield Management, Inc. - Mesquite, Texas

- Responsible for all visual and marketing aspects of the company, including the concept, design and implementation of web, print and video related materials.
- Design and maintain all company web sites, work with programmers in implementing company mobile app for iOS and Android.
- Design and work with production departments on stage drops, live video presentation, POP media, banners, merchandise, fliers, order forms, and business collateral.
- Responsible for all company-wide technology solutions and acquisition, including design and implementation of company LAN, WAN, VPN connectivity, collaborative document storage and communication workflows.
- Design titles and animated bumpers for web broadcasting and on-site presentation, as well as custom created live-streaming and fall-back solutions.
- Primary technical contact for up to six concurrent groups of remote photographers, videographers and stage managers; resolve technical issues via 4G/LTE remote desktop connections.
- Create technical and workflow training materials for in-house employees as well as 3rd party vendors in a variety of departments.
- Designed and set large-volume video encoding workflows for compression to long term storage, including maintenance of iSCSI video array and library management.
- Designed and implemented on-line DVD sales department and trained all related staff in Adobe Premiere, Encore and Media Encoder workflows for order fulfillment.
- Supervise 10 employees (4 full time office staff and 6 on-site contract videographers) in the in-house printing, social media, IT and on-site video/streaming/DVD production departments.

## **2003-2006**

### **Graphic Designer/IT Manager - MS Dallas Reprographics - Dallas, Texas**

- Lead designer in charge of creating logos, trade show graphics, custom banners, marketing materials, and back-lit film/POP display artwork for a wide variety of clients in the A/E/C industries.
- In charge of digitizing, color correcting and restoring original artwork for reproduction on large format ink jet printers. Create and maintain custom ICC color profiles for various fine art ink jet media.
- Designed, implemented and maintain the company web site and electronic order processing, including daily updates to public construction documents with associated CAD and engineering files.
- Designed and implemented new network and security system for antiquated server installation, as well as responsible for integrating a new company and their assets into the current structure after a merger in May 2006.

## **2001-2003**

### **Information Technology Director - Pinnacle Reprographics - Dallas, Texas**

- Designed, implemented and maintained corporate network and production workflow for digital imaging and document management department.
- Designed custom software with contract coders to assist in the generation of indexing files for an imaging application.
- Created trial graphics and technical illustrations for law firms and litigation printing companies
- Digitized and edited video for depositions, in-trial presentation and streaming web delivery.
- Designed and maintained web sites for clients in the legal community, including custom solutions for on-line document access.

## **1998-2001**

### **Web Designer & Systems Administrator - ART, Inc. - Dallas, Texas**

- Web designer responsible for complete design process- from concept to implementation. Graphic design work, including business cards and mass-mailing materials.
- Responsible for maintaining multiple client's Windows server based networks, including hardware and software conflict resolution.
- Specialization in supporting boutique attorney to mid-size law firm networks, including Lexus/Nexus, West Mate, Matthew Bender and Summation legal document management systems.
- Customer support via on-line help desk software, assistance over the phone and on-site.

## **Education**

- The Art Institute of Dallas - Dallas Texas, 1995-1997
- West Texas State University - Canyon, Texas, 1990-1991
- Texas Tech University - Lubbock, Texas, 1987-1989