

William Hawk Edwards

Email: williamhawkedwards@gmail.com

(608) 213-5012

SUMMARY OF ABILITIES

Multimedia professional skilled in all aspects of pre-production, production, and post-production for digital media including: video, audio, editing, and graphics. Proven track record of troubleshooting difficult productions while maintaining established targets for quality, budgets and deadlines. Experienced manager of both large and small teams and projects.

CAREER HIGHLIGHTS

- Internet Movie Database credits: <http://www.imdb.com/name/nm5095715/>
- Founding member of "Film Wisconsin" a non-profit organization created to promote and enhance the film and video game industry in the state of Wisconsin.
- Awarded a Finalist Telly Award for the production and direction of 60 second commercial spot.
- Art Director on "Rock Band" for the PS 2 and Wii releases of the title.

PROFESSIONAL EXPERIENCE

Media/Sales Manager

October 2015-April 2018

Graftobian Make-Up Company, Madison, WI

- Prepare and shoot product photography used for catalog, website, and promotion.
- Design, create and edit promotional materials including, videos, written copy, and artwork, to be used in print, digital, and social media campaigns.
- Design and create updated packaging and display units.
- Demonstrate special effects makeup use and techniques at national tradeshow.
- Assist with design of new products.
- Develop new domestic and international wholesale dealers through research and outreach.

Senior Media Artist

July 2013-October 2015

Web Courseworks, Madison, WI

- Art direction and design of User Interface graphical elements for e-learning courses.
- Creation and implementation of multimedia elements within e-learning courses including: audio, video and game/activity design.
- Creation of proposal and sales materials using and adapting client style guides.
- Responsible, under the Madison Productions banner, for video and audio production for a wide variety of corporate and government clients including: Wisconsin Department of Workforce Development, UW Health Hospitals, UW Department of Housing and Bell Labs.

Duties included:

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| ○ scripting | ○ directing |
| ○ budgeting | ○ videography |
| ○ project coordination | ○ lighting |
| ○ producing | ○ editing |
| ○ hiring of crew and talent | ○ audio recording and sweetening |
| ○ production design | ○ motion graphics and titles |

Creative/ Project Director
Pi Studios LLC Houston, TX

May 2008-May 2009

- Wrote story treatment and final script for an external developer's next-generation console IP (Intellectual Property). Performed the same duties on internal next-generation console IP.
- Oversaw the entire internal IP's creative direction, including: character and environment design, animation and AI design, and User Interface (UI) elements.
- Coordinated and directed motion capture sessions for the internal IP.

Art Director
Pi Studios LLC Houston, TX

November 2006-May 2008

- Implemented pipeline and tracking systems to develop an effective art team dynamic.
- Coordinated dependencies with other production departments to seamlessly integrate art, animation and design.
- Scheduled tasks and tracked assets for both the art and animation teams.
- Managed relationships with external partners throughout the creation of multiple projects including, "Mercenaries 2," "Call of Duty," "Wolfenstein," and "Rock Band" (PS2 and Wii).
- Aggressively recruited, hired, and mentored over 50 seasoned and novice artists and/or animators, building an effective multi-project art department.

Art Assets Manager
Raven Software (Activision) Madison, WI

April 2003-November 2006

- Developed new position to serve as quality control and game asset implementation for the "X-Men: Legends" console game developed for the X-Box, PS2 and Game Cube platforms.
- Implemented communication pipeline for design, art and programming teams to better streamline development process.
- Maintained same position on "X-Men: Legends II: The Dawn of Apocalypse".
- Created, at the inception of the project, the "Design Bible" used to guide the development teams.
- Served as Art Assets Manager on "MARVEL: Ultimate Alliance".
- Developed documentation and training for the Art Asset Management process.
- Trained an Art Asset Management intern.
- Adjusted the pipeline to address the increased workload caused by developing the game for both current and next-generation platforms.
- Served as Art Assets Manager on "Wolfenstein".

Producer/Director
Madison Productions, Inc.

March 1999-February 2001

- Responsible for studio production of videos for Mitsubishi new model year releases.
- Hired and supervised production and lighting crew.
- Coordinated locations and talent (cars).
- Obtained and modified specialized rigging to allow production to remain local, thereby minimizing costs.
- Worked with Production Company and client to maintain budgets and deadlines.
- Oversaw many aspects of post-production to maximize efforts on future shoots.

References available upon request.