

# Rainne Wu

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## Executive Summary

Interactive designer, project manager, and web developer with strong interest in grassroots social media dialogue. Excellent client interaction and concept to completion skills. Over 10+ years of design-as-communication experience.

## Professional Experience

### ***Freelance Interactive Designer and Project Manager, New York:*** *2009-present*

Managed and strategically developed the design and production of numerous web design, icon creation, illustration, animation and web development projects

#### *Specific Projects*

- Project managing and coordinating execution of upcoming web-based animation for luxury Midwestern tanning spa chain Larry Paul Tanning Spa
- Responsible for design and development of start-up company Concept Hatchery's branding identity, including logo development, web design, and interim web production
- Designed and developed application icons for Proscap Technologies inter-office website
- Animated and designed product demonstration flash video for Proscap Technologies
- Head designer and web production artist for Rate-My-Professor inspired sports website Rate my Triathlon

### ***Square 360, New York: Interactive and Print Designer, Project Manager*** *2006-2009*

Responsible for concept to design to execution of websites for a wide range of users, including corporate, medical, non-profit and teen-oriented. Contributed to all aspects of each project, including sitemap creation, design strategy development, Photoshop mockups, project scheduling, client correspondence, and project management.

#### *Specific Projects*

- Conceptualized design, animated rollovers, illustrated artwork, and assisted in art directing multiple awards winning non-profit teen oriented website NJ REBEL
- Managed the team responsible for the web development of award winning website Mainstream Greenhome
- Head Animator for Sports Authority holiday season flash banner web advertisements
- Produced annual reports for Fortune 500 company Arrow Electronics

### ***MFADT Program, Parsons, New School University: Freelance Designer, Student*** *2004-2006*

Designed and developed interactive projects, concept to production to completion for web applications, motion graphics projects, corporate PowerPoint presentations, and flash applications

#### *Specific Projects*

- Conceived, designed, and produced modular flash-based advertisements and web-based instruction pages for mobile devices for Singtel, Asia's leading communications group
- Designed and animated motion graphics for Ecco web advertisement at Make Believe World
- Conceptualized, designed, and animated background visuals for local band Lucky's live performances

## ***Freelance Illustrator and Animator, New York***

2001-2004

Created and designed artwork and animation for television advertisements, corporate presentations, and feature-length animated films

### *Specific Projects*

- Designed and painted children's book covers for Cocoa-Cola/Screen Gems television commercial
- Conceptualized design for "Sagwa Palace Playset" (©Unimax Toys) for Sesame Workshop
- Animated and digitally colored feature-length independent animated film "Scott's Ferret"

## ***MTV Animation, New York: Animation Layout Designer***

1999-2001

Integral part of animation layout design team for cable television series and movie "Daria"

### *Specific Projects*

- Created and revised character and background art for "Daria" television movies "It is Fall Yet?" and "is it College Yet?"
- Created, revised, and hand-inked layout artwork for "Daria" television series season 4 and 5

## ***Stretch Films, New York: Animation Designer, Animatics Timer***

1997-1999

Integral part of animation and timing teams for start-up animation film company

### *Specific Projects*

- Timed storyboard animatics for Cartoon Network series "Courage the Cowardly Dog"
- Key animator for award-winning animated short film "Noodles and Nedd"
- Managed and assigned mouth chart timing for children's series "Ace and Avery" featured as part of Children Television Workshop and Cartoon Network's collaborative series "Big Bag"

## **Awards**

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Adobe Site of the Day August 2008 for NJ REBEL

Communication Arts Webpick 2008 for NJ REBEL

38th Creativity Annual Awards, Gold Award for NJ Rebel

Adobe Site of the Day 2008 for Mainstream Greenhome

Communication Arts Webpick 2008 for Mainstream Greenhome

WebAwards Standard of Excellence 2008 for Lenox Hill Hospital

Parsons MFADT Dean's Scholarship Award 2004, 2005

## **Software Skills**

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Macromedia Dreamweaver, HTML, CSS, Adobe Photoshop, Adobe Illustrator, Adobe AfterEffects, Final Cut Pro, Macromedia Flash, Microsoft Word, Microsoft Excel, PowerPoint.

## **Education**

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Barnard College, BA in Political Science, graduated Cum Laude 1997

Parsons The New School for Design, MFADT program, graduated 2006