

# John Baum

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Throughout my employment history I have gained an extremely wide range of skills. The common thread is that they each required not only creativity, but an understanding of technically complex tools and techniques. This combination is my greatest strength. That, coupled with a natural curiosity to understand how things work at all levels, allows me to cross department lines and create more unified solutions. This is particularly important as marketing and communications are relying more and more on complex interwoven technologies.

I've had experience in nearly all aspects of creative digital content creation. Motion design and animation in After Effects is currently the skillset I use most often. But I'm also well versed in all the accompanying aspects of video post production - video editing, color correction, and green-screen matting. And being a musician I have a lot more audio editing expertise than is typical. I've recorded and edited hundreds of hours of voice-over sessions. I can edit out distracting background noises, repair badly captured audio, and seamlessly fix stutters. Mix narration, onscreen talent and music so that it all feels integrated and flows smoothly. And I can compose and record original music to match a production perfectly.

As video has transitioned from tape to digital, and from pixelated, postage-stamp-sized web videos to streaming HD, I've spent considerable time mastering all the codecs and compression tools that went with it. Not just using presets, but taking the time to understand how each parameter effects the end result. And, having designed and built two editing suites, I understand the hardware side as well.

I'm just as comfortable using Photoshop and Illustrator as I am with video tools. I've designed and illustrated logos, brochures, interactive GUIs, booklets, and posters. And I've built websites from scratch using the Wordpress platform.

## Employment

2009 - Present

Freelance - Animator/Editor/Designer

Mainly working through agencies and production companies, I've been creating videos for corporate marketing and training, and creating websites for small businesses.

1999 - 2009

Art Director - FMP

Created videos, animations, interactive presentations, print graphics, DVDs and web sites. Oversaw company branding and creative output from all departments. Hired new employees for creative positions.

I was also technical lead for the video department, recommending and purchasing new equipment and upgrades. Designed and built several video editing suites.

1994 - 1999

Model Maker - Mattel, Inc.

Designed and built prototypes of new toys. Skills utilized included sculpting, machining, mold making, painting, electronic component assembly and CAD/CAM.

1989 - 1994

Model Maker - HMS Assoc.

Built prototypes and production masters for a variety of industries including collectible, toys, housewares and medical. After 2 years employment I was placed as Supervisor overseeing a staff of mold makers. This involved creating original prototypes for the New Jersey State Aquarium and a design for an 8 foot artificial palm frond for the Larson Company, which received a patent.

## Software

After Effects

Premiere

Photoshop

LightRoom

Compressor

Squeeze

Audition

SoundBooth

Final Cut

Logic Pro

Illustrator

Encore

Media Composer

3DS Max

CSS/HTML

WordPress

## References

Don Cox

Vice President, Creative Media - FMP

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Gretchen Rachko

Producer/Director - Integrated Event Group

gretchen.rachko@integratedevent.com

Chuck Caniglia

Managing Design Director - QVC

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## Education

1982 - 1986

Tyler School of Art - Temple University

BFA