

Jessica Laney
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{EDUCATION}

University of North Carolina at Asheville, Asheville, NC, May 2009

B.A. in Multimedia Arts and Sciences; B.A. In Art

- Compiled entire scholarly portfolio into one cohesive Web presentation with Flash, javascript, hand-coded HTML/CSS.
- Major projects included complete package designs for print media, pre- and post-production video, web designs and graphics, studio art symposium presentation, and studio art exhibit.
- Successfully met deadlines while balancing two majors -- graduating Magna cum laude with distinction in both Multimedia and Art while assisting with UNC-Asheville video production projects.

{DESIGN, EDITING, AND GRAPHIC EXPERIENCE}

Freelance work, 2007 to present

Nike Running Camp, and UNC-Asheville lecture events

- Charged with house management and technical support for large audio/video events, including computer network troubleshooting, video/computer switchboard operation, and soundboard operation

Video production, August 2007 to May 2009

University of North Carolina at Asheville – [Ramsey Library – Video department]

- Filmed and preformed pre- and post-production of campus events for television and the University's archive.
- Planned and produced computer-generated motion graphics when requested for televised events.
- Held responsibility for lighting, sound, and camera set up for multiple broadcasts
- Proposed and implemented the library's first media template for broadcast archives, designing from scratch the materials for physical packaging and labeling.
- Updated the library's antiquated digital menu creation process to meet industry standards.

Technology Support, August 2005 to May 2009

For University of North Carolina at Asheville Classroom/event support

- Assisted in set up/breakdown of sound, audio/video equipment for a variety of presentation formats
- Held responsibility for maintaining equipment and troubleshooting/technical support.

{ART, DIGITAL, AND PRINT MEDIA EXPERTISE}

Multimedia Juried student exhibit, Spring 2007, 2008

Earned top recognition:

“Rumor” (Flash 8), Best in Show for 2D Animation

“Two Dreams” (programmed HTML), Best in Show for Interactive Design

- Selected projects for exhibition:

“Apple” - 3D animation (Autodesk Maya)

“Tempo” - Stop motion film project (Digital camera, Adobe After Effects)

“Pitter Patter” - Innovative Web design (programmed HTML/CSS, Photoshop CS2, Flash 8)

“Derringer” - Experimental Web art (programmed HTML, CSS, Javascript)

Studio Art events, Spring 2009

Selected work at University's 42nd Juried Art exhibit:

“Avian Sequence” (Oil paint on canvas – multi-panel)

Solo art exhibit at Blowers Gallery

7 pieces shown, self-designed and distributed promotional materials

Published work, Winter 2009

UNC-Asheville Undergraduate Research Journal

“The Human and Animal Figure in Metaphorical Dialogue”

{SOFTWARE PROFICIENCIES}

Film Editing: I-DVD; Final Cut Pro, After Effects, Premier, Video 100, DVD Studio Pro; **Web programming:** Dreamweaver, HTML, CSS **Design:** Photoshop, InDesign, Illustrator; **MS Office:** Word, PowerPoint, Excel, Visio