

# Joseph A. Lilli

Los Angeles, CA 90272

Mobile: 310.699.2802  
E-mail: [joe@joelilli.com](mailto:joe@joelilli.com)  
Online Portfolio: <http://www.joelilli.com>

## SKILL SET

**Technical Skills:** Animation, 2D Paint, Blue & Green Screen Keying, Rotoscoping, Compositing, Match Moving, Motion Graphics, Motion Tracking and Stabilization, Nonlinear Editing

**VFX & Motion Graphics:** After Effects, Commotion, Shake

**3D Software:** 3ds Max, Maya, Vue, HyperMove, HyperShot

**Graphic Design:** Photoshop, Illustrator

**Interactive:** Dreamweaver, Flash, Fireworks

**Nonlinear Editing:** After Effects, Final Cut Pro

**DVD Editing:** Encore

**Audio Editing:** Sound Forge, Soundbooth

**Platforms:** Windows, Mac OS, DOS, UNIX, LINUX

## WORK

### **Syndrome Studio – 3D Texturing, Lighting and Rendering**

Los Angeles, CA

July 2010

<http://www.syndromestudio.com/>

\* Textured, lit, and rendered four scenes in Maya's Mental Ray renderer

\* Renders used in pitches for DIRECTV and Disney

Software Used: Maya, Photoshop

### **Play Editorial – Compositing for Cisco Mino Spot**

Hollywood, CA

June 2010 - July 2010

<http://www.playeditorial.com/>

\* Composited new product into video to replace old product

\* Performed rotoscoping, time remapping and color correction

Software Used: After Effects, Photoshop

### **Monkeyweed Pros: Science Channel's *Into the Wormhole* documentary hosted by Morgan Freeman**

Hollywood, CA

May 2010

<http://www.monkeyweedpros.com>

\* Created six unique shots of molten Earth, Mars and Sun in our early Solar System

\* Animated comets bombarding the Earth

\* Animated Earth and Mars cooling, forming water

\* Animated solar wind and magnetic fields

\* Created various nebulae and starfields

Software Used: After Effects, Photoshop, Trapcode Particular and 3D Stroke

### **Play Editorial – Compositing for Cisco Valet: "Distractions" TV Spots**

Hollywood, CA

May 2010

<http://www.playeditorial.com/>

\* Responsible for compositing in eight scenes

\* Performed motion tracking, cleanup, clean plate creation, computer screen and background replacement

\* Spots currently airing on network television

Software Used: After Effects, Photoshop

### **Play Editorial – 3D Animation for CISCO Slide HD**

Hollywood, CA

Jan 2010 – Mar 2010

<http://www.playeditorial.com/>

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<http://www.theflip.com/en-us/Products/slidehd.aspx>

- Converted original 3D model to .obj format in Cinema 4D
- Modeled, textured, lit and animated in Bunkspeed's HyperMove
- Rendered five HD image sequences for placement in final animation

Software Used: HyperMove, Cinema 4D, After Effects, Photoshop, Illustrator

## **Commonwealth - Motion Graphics and Animation for Belkin Cooling Pad and Conserve Valet**

Los Angeles, CA

Dec 2009

<http://www.commonwealthfuture.com>

- \* Created motion graphics from designers' boards for two separate shots
- \* Designed custom smoke and particle effects
- \* Animated 3D camera in After Effects
- \* Displayed in HD at 2010 Consumer Electronics Show in Las Vegas

Software Used: After Effects, Photoshop, Illustrator, Cinema 4D

## **Phoenix Group – 3D Animation for Northrup Grumman Promo Video Project**

Los Angeles, CA

Oct 2009 – Mar 2010

<http://www.phoenixgp.com/>

- Performed texturing and modeling fixes on fifteen models
- Created turntables for all models
- Lit and Animated on over fifty shots
- Generated unique 3D environments (clouds, oceans, terrain) with Vue
- Composited CG assets with smoke, fire, missile trails, explosions, camera shake
- Rendered and delivered all shots by the deadline

Software Used: Maya, 3ds Max, Vue, After Effects, Photoshop

## **Relativity Media – 3D Lighting, Compositing, and Motion Graphics for feature film The Spy Next Door**

Los Angeles, CA

Mar 2009 – Oct 2009

<http://www.relativitymediallc.com/>

- \* Designed custom motion graphics for transition shots
- \* Lit, textured and rendered satellite orbiting earth in 3ds Max
- \* Created 2D set extension of oil refinery and tracked into live action shot
- \* Completed nine shots

Software Used: After Effects, 3ds Max, Photoshop

## **MonkeyWeed Pros - 3D Lighting and 2D Compositing for feature film Miss March**

Los Angeles, CA

Dec 2008 - Jan 2009

<http://www.monkeyweedpros.com>

- \* Lit, textured and rendered magazine cover in Maya
- \* Composited cover in After Effects with live action plates
- \* Rotoscoped, color corrected and added grain and lens blur to cover
- \* Completed twelve shots

Software Used: After Effects, Maya, Photoshop

## **Guerilla Hollywood - Motion Graphics for EMI Music Publishing's Urban Showreel**

Los Angeles, CA

Oct 2008

<http://www.guerillahollywood.com/>

- \* Designed intro, outro and transitional titles for 15 minute music video presentation

Software Used: After Effects, Photoshop

## **Genex - CG Supervisor and Motion Graphics Artist: Acura, Kraft, Purina, Scion, TBS, Toyota**

Los Angeles, CA

Mar 2007 – Dec 2009

<http://www.acura.com> - Interactive Showroom updates and model refreshes

<http://www.acura.com/advance> - Flash design, animation and development

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<http://www.alpo.com> - Flash XML and animation updates throughout site  
<http://bhgrealestate.com/> - Careers section  
<http://www.genex.com> - Flash content updates  
<http://www.kraftfoods.com/kf/iFood.aspx>  
<http://www.toyota.com/about/tten/> - Flash intro animation

- \* Flash video rendering and interactive interface development in Better Homes & Gardens Careers section
- \* Animation and editing for Parents.com video proposal
- \* Motion graphics for Kraft iFood App, CMS proposal
- \* Motion graphics and editing of Flash video intro for Better Homes & Gardens: Realogy website
- \* Flash ActionScript AS3 development for 2008 Acura MDX Build & Price Prototype
- \* 3D modeling, lighting, texturing, animation and rendering for Purina, Acura and Honda rich media banners
- \* Motion graphics for various Acura rich media campaigns
- \* Animation and editing for TBS video proposal
- \* Animation and editing for Ford Mustang Build & Price Strategy video proposal
- \* Flash ActionScript, XML, and animation edits for Acura.com Interactive Showroom Model refreshes
- \* Flash ActionScript updates and animations for ALPO.com homepage touts, promotions, and products
- \* Flash interactive presentation and animations for Kraft proposal
- \* Flash ActionScript edits and video updates for Toyota Scion
- \* Flash intro animations for Toyota's T-Ten Technical University
- \* Flash XML updates for Genex.com

Software Used: Flash, After Effects, Photoshop, Dreamweaver, Maya

## **Crew Creative - Flash Banner Creation: CNN, Discovery Channel**

Los Angeles, CA

Feb 2007

<http://crewcreative.net/>

- \* Made multiple sizes of Discovery Channel: Planet Earth banners
- \* Created CNN banner for Nancy Grace special
- \* Edited wallpapers for various cable shows
- \* Created animated GIF screensavers

Software Used: Flash, Photoshop

LA Times - Flash Developer

Los Angeles, CA

Feb 2007

<http://www.latimes.com/travel>

- \* Created Travel Section tutorial in Flash using video screen captures
- \* Edited ActionScript of various Flash files
- \* Created FLVs with custom player controls

Software Used: Flash, After Effects, Photoshop, Dreamweaver

## **Whittmanhart - Flash Developer: Budweiser, Bud Light, Kelloggs**

Los Angeles, CA

Jan 2007

<http://www.whittmanhart.com/>

<http://www.budweiser.com> - XML, FLash animation, image and video editing for Entertainment on Tap, On the House, King of the Road sections

<http://www.budlight.com> - audio component

- \* Edited and defined classes in ActionScript 2
- \* Edited XML documents
- \* Created animations using mc\_tween
- \* Edited videos in After Effects and imported into Flash
- \* Edited images in Photoshop
- \* Built and animated expanding banners for Kelloggs, including interactive quiz
- \* Built global audio component for Bud Light site

Software Used: Flash, After Effects, Photoshop, Visual Source Safe, Dreamweaver

## **Sudler & Hennessy (a Division of Young & Rubicam)- Interactive Multimedia Demos**

New York, NY

Nov - Dec 2006

<http://www.sudler.com/>

- \* Shot, edited and keyed green screen footage

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- \* Modeled, animated and rendered 3D elements
- \* Edited and coded Flash demos for pharmaceutical companies

Software Used: Flash, After Effects, Maya, Illustrator, Photoshop

Universal McCann - Flash Holiday Cards  
New York, NY  
Nov 2006

- \* Designed and Animated Holiday e-cards for global clients and staff

Software Used: Flash, After Effects, Illustrator, Photoshop, Dreamweaver

## Zona Design - Motion Graphics: Discovery Channel IDs, History Channel Affiliate Bed

New York, NY  
Oct 2006

<http://www.zonadesign.com/>

- \* Collected and organized After Effects projects
- \* Digitized beta tapes for editing
- \* Utilized Blend Modes, Lights, 2D Animation & Motion Graphics over footage
- \* Output back to tape for delivery to client

Software Used: After Effects, Illustrator, Photoshop, Final Cut Pro

## Arnold Worldwide - Interactive Design for Nicoderm CQ's "Beauty of Quitting" Campaign

New York, NY  
Sep - Oct 2006

<http://www.arnoldworldwide.com>

<http://www.nicodermcq.com/beauty/default.aspx> - Flash animation and design

- \* Brainstormed and collaborated with project team
- \* Designed Photoshop screenshots of interactive web experience
- \* Reviewed designs with Art Directors and Account Managers before presentation to the client
- \* Built and animated Flash website template

Software Used: Photoshop

## Rapp Collins Worldwide- Flash Banner Creation

New York, NY  
Aug 2006

<http://www.rapp.com/>

- \* Created three sets of fourteen Flash web banners
- \* Published each banner to specific dimension and file size requirements

Software Used: Flash

## Agent 16 - HTML Email, Flash Landing Page, Homepage Design for Camel Website

New York, NY  
Aug 2006

<http://www.agent16.com/>

- \* Edited existing graphics for new content
- \* Created new graphics as needed
- \* Animated in Flash
- \* Designed new home page

Software Used: Photoshop, Illustrator, Flash

## CCG Metamedia - Flash Presentation Template

New York, NY  
Aug 2006

<http://ccgmetamedia.com/>

- \* Edited text, animation, and audio of a multimedia Flash presentation

Software Used: Photoshop, Flash, PowerPoint

## Hachette - Created XHTML Template for Sound & Vision, Car & Driver Website Prototype from Photoshop Mockups

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New York, NY

Aug 2006 - Present (Remote Freelance)

<http://www.caranddriver.com/>

<http://www.soundandvisionmag.com/>

- \* Sliced up comps in Photoshop
- \* Generated XHTML code
- \* Created external Style Sheet, JavaScript
- \* Tested in Internet Explorer, Mozilla Firefox, Safari browsersM

Software Used: Photoshop, Fireworks, HomeSite, Dreamweaver

## **Blue Rock New York - Motion Graphics: Toyota, Kohls, Weight Watchers, Polident, Clairol, Cover Girl**

New York, NY

Aug - Sep 2006

<http://www.bluerockny.com/>

- \* Motion Tracking
- \* 3D Camera
- \* Various Effects including 3D Stroke
- \* 2D Animation & Motion Graphics

Software Used: After Effects, Illustrator, Photoshop

## **Tribal DDB New York - Nonlinear Editing: Best of the Web internal video**

New York, NY

Aug 2006

<http://www.tribalddb.com/>

- \* Captured and edited video of multimedia websites
- \* Edited Flash interstitials, exported to Quicktime
- \* Delivered final Quicktime movie on time for presentation to client, Neutrogena

Software Used: After Effects, Illustrator, Flash, Photoshop

## **Tribal DDB - Motion Graphics: Neutrogena Smooches Campaign**

New York, NY

Apr - Jun 2006

<http://www.tribalddb.com/>

- \* Edited live action footage
- \* Animated smooches, text
- \* Delivered on time to client for broadcast on Times Square Jumbotron

Software Used: After Effects, Photoshop, Flash

## **Blue Rock New York - Motion Graphics: Loestrin, Marshalls TV Spots**

New York, NY

Apr 2006

<http://www.bluerockny.com/>

- \* Simulated typing in a web browser
- \* Animated popup windows, text for laptop screen

Software Used: After Effects, Photoshop

## **Blue Sky Studios - Technical Assistant, Lighting Department: Ice Age 2: The Meltdown, No Time For Nuts, Horton Hears a Who**

White Plains, NY

Dec 2005 - Aug 2006

<http://blueskystudios.com/>

- \* Responsible for debugging and rendering several sequences for the feature film and DVD short
- \* Attended Lighting and Paint rounds with lead artists and Directors to review shots
- \* Lit and composited shots from the film
- \* Successfully completed all shots by deadline

Software Used: Maya, Shake, Studio (proprietary rendering software)

\* Animated Short "No Time For Nuts" nominated for Oscar

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## EDUCATION

### **Academy of Art University, San Francisco**

San Francisco, CA

2002 - 2004

Major: Computer Arts - Visual Effects, 3D Modeling and Animation

Bachelor of Computer Arts received December 2004

### **University of Texas**

Austin, TX

1990 - 1995

Major: English/Communications

Bachelor of Liberal Arts received December 1995