

Sterling Barclay Ely ■ 3D Artist / Animator



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PROFILE

Sterling Ely thrives at the intersection of art and technology. His current focus is animation, but past experience has seen him designing websites, building interactive hardware prototypes, shooting & editing video, designing interfaces & logos, and more.

He is a hard worker, always willing to go above and beyond, often working late hours to complete projects. Sterling brings a passion for animation, upbeat attitude, creativity, and sense of humor to any project.

SKILLS

3D Art Skills: Character Animation, Pre-visualization Animation, Modeling, Textures, Lighting & Rendering

Software & Languages: Maya, Final Cut Pro, Photoshop, Illustrator, 3DS Max, Wordpress, After Effects, Office, CSS, HTML, PHP, Spanish

Studio Art: Sculpting, Woodworking, Painting, Casting, Videography, Photography

EXPERIENCE

Immersive Media Research - Web Designer & Marketing Consultant

2009

Built blog-centric website to engage current and future user base

- Provided new Wordpress-based website that could easily be maintained & updated by client without outside help.
- Advised on new marketing strategies to better promote Vortex Zoom products, including streaming binaural samples of surround sound audio, Twitter integration, and suggestions on how to engage users by helping them with real-world issues regularly faced in surround audio encoding.

Local Projects - 3D Artist & Hardware Designer

2005-2008

Played key role in growth of start-up studio that designs installations, fly-throughs, websites and other interactive media projects for museums and public spaces. Created 3D visualizations of proposed media designs and researched, purchased & assembled hardware components for prototypes and final installations.

- Created fly-through for planned carousel in Battery Park that is currently driving successful fundraising effort. Recommended SmartGlass solution to allow projection-based ride to function on sunny days.
- Co-produced fly-through for National September 11th Memorial Museum that resulted in winning bid.
- Improved productivity by setting up RAID NAS to allow collaboration and file sharing.
- Solved complex design problems, such as interactive 'Black Convention of 1834'. Devised system that allowed visitors to vote by raising paddles, while technology remained completely hidden.
- Created original texture and bump maps, and/or warped and stitched photographs to variety of effects.
- Consistently developed solutions and workarounds to 3ds Max limitations.

Game Live Events - E-Leaderboard Designer & Promotions Manager

2007

Built Flash-based interactive leaderboards for Championship Gaming series and EA NASCAR Challenge.

- Designed & built Flash-based leaderboard & announcement software.
- Set up and ran tournaments for a variety of Xbox 360 games at colleges across the US.
- Suggested well-received customizations that added interest and personality to the leaderboards.

Additional experience: Work as freelance designer, creating corporate identity and marketing materials for businesses and non-profits. Also freelance videographer working for corporate and sports-related clients.

EDUCATION & AFFILIATIONS

Currently attending the Gnomon School of Visual Effects in Los Angeles, CA

BA, Fine Arts (Focus: Electronic Time-based) – Carnegie Mellon University, College of Fine Arts (2003)

Member ACM Siggraph; Volunteer at Siggraph 2002, 2003, 2004 and 2005