Sterling Barclay Ely

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PROFILE

Sterling Ely thrives at the intersection of art and technology. Past experience has seen him modeling & animating architectural fly-throughs, building interactive hardware prototypes, designing websites, interfaces & logos, shooting & editing video, and more. A detail-oriented & motivated hard worker who is always willing to go above and beyond, Sterling brings an upbeat attitude, creativity, and sense of humor to any project.

EXPERIENCE

Marketing, Social Media, & Event Coordinator + Sales - RFX, Inc   **2012-Present**

Responsible for website & social media updates, event coordination, & sales for top VFX software reseller.

- Increased company efficiency by replacing existing sales tracking schema with an online spreadsheet that feeds a shared calendar via a custom script.
- Maintained product, promotion, & news pages on RFX.com website; self-started development on modern update.
- Heavy multitasking in daily tasks, including nurturing sales with multiple clients at a time, coordinating marketing & events with vendors & partners, authoring mail blasts & social media posts, and assisting clients with technical issues.

Freelance Designer & Consultant   **2008-2012**

Graphic Design, Web Design, Illustration & Marketing Strategy for various clients.

- Created illustrations & designed website & iPad UI for Origami Robotics; managed website & social media marketing.
- Designed a suite of "badges" for various professional accomplishments for Hourly.com user profiles.
- Designed suzeqrocks.com for performer Suze Q, which can easily be updated by the artist without outside assistance.
- Built blog-centric website for IMR Vortex Zoom Encoder & advised on marketing strategies to engage current and future user base, including streaming binaural samples of surround sound audio, Twitter integration, and sharing expertise.
- Co-designed and co-built the first prototype "Style Stage" hardware with founder for fashion technology startup, Stylinity.

3D Artist & Hardware Designer - Local Projects   **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 "SeaGlass" carousel in Battery Park that drove successful fundraising effort. Recommended SmartGlass solution to allow projection-based ride to function on sunny days.
- Co-produced fly-through for the National 9/11 Memorial Museum that resulted in winning bid.
- Improved productivity by setting up RAID NAS to facilitate team collaboration and file sharing.
- Solved complex design problems, such as camera vision based system for "Black Convention of 1834" that allowed visitors to "vote" by raising paddles, while technology remained completely hidden.
- Designed & implemented UI and hardware for the JetBlue StoryBooth prototype and final execution.
- 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.

E-Leaderboard Designer & Promotions Manager - Game Live Events   **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.

EDUCATION

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

Attended various classes at Gnomon School of Visual Effects, Games + Animation, 2009-2011

SKILLS

3D Art Skills: character animation, pre-visualization animation, modeling, textures, lighting & rendering

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

Studio Art: sculpting, woodworking, painting, casting, videography, photography, welding

References available upon request