Ivon Smith: Curiculum Vitae

Name: Ivon Smith

D.O.B: 21st Nov. 1967
Citizenship: New Zealand (& British expired)
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My Personal Statement:

I have spent many years in a range of production 3D graphics and compositing industry sectors, and other creative and technical areas.
I ran my own 3D & visual effects freelance business 'ShivAfx', in Australia, providing broadcast content for the major broadcast houses there and trained and managed my own assistant staff members.

I have provided certified training to students and professional artists, designers, engineers and architects, developing my managerial, communications, marketing and presentation skills, and have the ability to motivate staff and organise people and processes.

With Autodesk Asia (August 2007) I travelled the world, particularly the APAC region, delivering support, technical assistance, presentations and training in 3D production and visualisation, specialising in Autodesk 3ds Max and related products, and also achieved the status of Autodesk Certified Examiner (ACE), qualified to certify professionals as Autodesk Certified Instructors (ACI).

> *My focus and skills remain:*
> * *3D production oriented technical skills and training*
> * *creative management*
> * *technical, production and training consultant*
> * *presentation and marketing*
> * *liaising and communications*
> * *problem solving and inspiring creative and technical solutions*
> * *people skills and teamwork*
> * *production-honed creative abilities*
> * *on-going personal and professional development pathways*
> * *creative musical abilities*

I have a passion for training and motivating people, problem solving, creative expression, music and world cultures, communication and living a life that expresses positive and constructive experiences. I always endeavour to bring this energy into my daily working environments. I work hard in a dedicated manner to achieve results beyond expectation.

Prior to entering the digital media industry I spent 7 years researching and developing knowledge and mathematical techniques for business and personal astrological consulting from the Hindu Jyotish and Western Tropical system disciplines.

Since an early age I have been immersed in musical environments. From a love of listening through to writing and performance of jazz, rock, western and eastern classical disciplines, music has been a vital part of my life.

Work History

23ʳᵈ March'09 – Present(F/T):
Technical Art Trainer
Codemasters Studio Sdn. Bhd.
Kuala Lumpur, 50470 Malaysia
http://www.codemasters.com

- *Codemasters, one of the UK's longest running independent computer games studios (since 1986) opened its KL studio in 2006, and grew from 30 staff to 70+ by 2009. The KL studio, primarily a 3D art production house, produces content for a string of AAA award-winning games for Xbox360, Playstation3 and PC, such as Colin McRae:Dirt, Race Driver:GRID, Operation Flashpoint:Dragon Rising, Dirt2 with Official Formula1: 2010+, Bodycount,Dirt3,OFP3,GRID2 and many more.*

- *My duties at Codemasters include:*
  - *Technical and art training for all staff at any level – 3ds max, game technology, pipeline techniques, art production, including documentation and training material development*

  - *Recruitment managing: driving much of the recruitment schemes and initiatives and interviewing potential staff and interns*

  - *Promotional activities, local and overseas, including public, educational and industry presentations, training classes and consulting sessions to spread the word about Codemasters games, and especially our recruitment requirements and activities*

  - *Liaising with education and government to drive industry knowledge and skills into the tertiary classrooms: I am consultant of various govt/edu panels to improve industry/education synchronization*

  - *Technical support of software/hardware issues within the context of 3D art production*

  - *Developing and documenting training materials*

  - *Developing and documenting an delivering internship training programs*

  - *I have developed and delivered extensive Codemasters Accelerator Programme [CAP] training classes in our KL studio and as many Train the Trainers [T3] programmes for all level of Malaysian tertiary and vocational education lecturers, with the aim of contributing to the long term improvement of the Malaysian 3d and games industry talent pools.*

6thAug.'07 - 15thJan'09(F/T):

> **Autodesk Applications Engineer (3ds Max) APAC Region**
> **Autodesk Certified Instructor (ACI)**
> **Autodesk Certified Examiner (ACE)**

Autodesk Asia Pty Ltd
Singapore
http://www.autodesk.com

• 	*I started working for Autodesk at the Siggraph event of 2007 in San Diego, CA, USA*

• 	*Autodesk is the world leader in 3D, visual effects and design software development, dominating the production and education markets in the film, broadcast, games, design visualisation and manufacturing industries*

• 	***My duties as Application Engineer included:***
◦ 	*Extensive travel (globally and particularly in the APAC region, SE Asia, ANZ) for trade events, software release tours, training delivery, customer support visits, attending professional and internal Autodesk training and professional development*
◦ 	*Demo/presentation artist for software features at public, press and professional events (10 to 1000+ attendees), trade shows and marketing events, including Siggraph (USA & Asia), GDC games conference, Autodesk Super-User Tours (Games, Design Visualisation), Design Visualisation events. 3D and PPT content development for such events.*
◦ 	*Studio consultant, technical support and pipeline advisor for the 3D industries including film, TV, games, architectural and design visualisation*
◦ 	*Beta tester for new software product and plugin versions to assist the Autodesk development teams (in United States & Canada), as well as collect and feedback user experience and technical requirements for feature development and bug fixes*
◦ 	*Autodesk customer, reseller and distributor technical and sales support, (APAC region), including extensive studio visits and presentations*
◦ 	*Training development lead: heading-up and delivery of training programs and events for customers (in-house, studio training), internal Autodesk staff training (corporate marketing teams through to channel partners and application engineers), reseller and distributor training, training and presentation content creation*
◦ 	*In November 2007 I attended training sessions and assisted with high-level 3ds Max workshops at Autodesk University, held in Las Vegas, USA.*
In December 2008 I was invited to deliver classes at the first AU event outside of the USA, at AU China, in Beijing. I gave 2 intermediate classes on 3ds Max Design 2009 as well as supervising other class events with Chinese colleagues.
◦ 	*(Dec.'08) Similtaneously assisted in running Autodesk Certified Instructor (ACI) testing for APAC and SE Asia region resellers and professional trainers as well as becoming certified myself as Autodesk Certified Examiner (ACE) in 3ds Max*
◦ 	*Marketing and Sales Development tasks, projects and presentations*
◦ 	*Event technical lead: Siggraph Asia (Dec'08). I was charged with the responsibility of organising and overseeing the technical (AV, computer hardware, software, projection) set-up for the User Group event and party.*

Mad Academy: Manager & Senior Trainer
Autodesk Media & Entertainment Certified Trainer (ACI)
mad academy*
Fox Studios
Sydney, Australia
http://www.madacademy.com.au

- *Mad Academy was Australasia's first, and then premiere preferred Autodesk Certified Training Centre (ATC), delivering 3D, compositing and production training to students and professionals, in an intensive production-focused environment. Mad has strong ties with industry, including film, TV, games, design, architectural and military visualisation, mad* employs only industry professionals as trainers.*

- *I worked P/T at mad academy* whilst working F/T as the 3D character artist for AJB Publishing.*
  At mad*, I ran the Character Animation courses, then branched into the other 3D and compositing modules. Over the next 2.5 years I delivered and developed courses, whilst working F/T in 3D production (see below).

- *In 2005 I became F/T Manager & Senior Trainer at mad academy*. Duties included courseware development for the **3D Character Animators Long Course**, and custom training short courses, as well as training new staff, marketing, adminsitration and promotion.*

- *I had sole charge of the Sydney branch, including training development and deliveries for professionals in the 3D, 2D animation, architectural and visualisation industries and students starting their 3D careers. I lead a drive to connect graduates with employers and jobs, and thus, mad students had a very high employment rate in the 3D animation industry. Employers included **Animal Logic, Plastic Wax**, **Promotion Studios**, **Ambience**, **BDA**, **Ratbag Games**, **Channel7**, **iVolve Studios**, **Monkey Lab**, The Dept. of Defence, visualisation and architectural studios.*

- *Marketing, public and professional presentations for mad academy* was a regular duty.*

- *I travelled extensively around Australia delivering training and presentations to students, professional 3D artists, architects and other trainers (TAFE, University & School Teachers, Autodesk reseller training staff).*

- *I achieved **Autodesk Media & Entertainment Certified Instructor (ACI)** status in 3ds max, one of only 3 such qualified trainers in Australia (as of 2007). I was an Autodesk preferred 3ds max demo artist, hosting several stalls and delivering User Group presentations on software features , at the Australian Effects and Animation Festival (AEAF), Digital Media Festival (DMF), SMPTE (Sydney) and other industry events.*

- *During 2005-2007 mad academy* was applying as a Registered Training Organisation (RTO) and Higher Education (HE) provider. This would allow Australian and overseas students to gain government assistance. My duties included research and mapping of our own training modules to the Education Departments' criteria, and meeting government officials to facilitate this process.*

- *I also sourced, trained and appointed high-level production 3D and VFX artists as guest trainers for our courses. This created good connections with mad* & leading VFX artists and animators.*

- *Software I have trained clients in include:*
3ds max, combustion, Photoshop, Viz
  I was also part of a drive to deliver training services and consulting to the design and architectural industries, and gaining knowledge of AutoCAD, Revit Building and Inventor were part of my own professional development.

June '02 to Apr '06 (P/T):

**Channel 7 / Murdoch Magazines / Pacific Publications
Broadcast 3D Animation Artist, Compositor, Graphics Designer
Better Homes & Gardens TV Show**
Sydney, Australia
http://www.bhg.com.au

- *From June 2002 I started out-of-hours regular work on Channel 7 (Australia)TV shows, especially "**Better Homes and Gardens**" (BHG) and '**Diabetics Living**' in conjunction with the print magazines. By Xmas 2004 I had become the exclusive 3D artist, compositor and graphic designer for BHG TV show, liaising weekly with show directors, editors and executive producers to design and deliver show content.*

- *Weekly episodic sections included 3D & motion graphics magazine promo's, 3D house, landscaping and building construction animations, schematic and sketchbook-like 3D animations and 3D chemical, soil and plant growth diagramatic systems.*

- *Design of openers, stings, idents and transitions. I also became the exclusive designer for all 3D, 2D and compositing graphics for a 6 episode '**Australia's Best Backyards**' series, including a 30 second, 5 character 3D animation title sequence for the show. House and garden renovation animations and super bars, logos, etc.*

- *During my 4 year period as lead artist on these shows, I sub-contracted and trained several assistants in 3D, 2D and compositing / motion graphics for PAL broadcast.*
  During the change of ownership of the parent company 3 times, and complete change of staff teams 4 times, I was one of a very small group retained for regular work throughout this whole period.

Dec '04 to Jan '05 (F/T):

**Bruce Dunlop Associates
3D Animator & Compositor
Channel 7 News (India) Broadcast Graphics**
North Sydney, Australia
http://www.brucedunlop.com

- *For a brief contract at BDA's I was brought in to work on an existing broadcast project for **Channel 7 (India)** graphics openers, logos and idents using 3ds max and combustion. I worked within an existing pipeline of After Effects and 2D artists. I left due to a prior obligation to mad academy* to run their Character Animation courses before becoming Manager there.*

Oct '04 to Dec '04 (F/T):

**Ambience Entertainment
3D Artist & Compositor**
North Sydney, Australia
http://www.ambienceentertainment.com

- *I initially started on 3D and compositing work for **Foxtel Movie Network** graphics primarily porting 4:3 PAL projects to 16:9. This involved 3ds max and Digital Fusion work on modelling, texturing, lighting, VRay rendering, and final output of various new and existing scenes for broadcast stings, idents, openers and sequences.*

- *After the Movie Network project, I moved to the first Australian CG full length movie for DVD and cinema release, produced at Ambience Entertainment, "**Peter Cottontail: The Movie**". This involved 3d and compositing work from mid-stage shots to final output for HD movie format.*

- *3ds Max work involved lighting, texturing, rendering (VRay) of scenes in accordance with the director and producers' wishes. Extra duties included full scene assembly and some animation, including character animation fixups, and preparing scenes for final render passes as well as compositing of these full scenes. I finished at Ambience at the completion of this project.*

Mar '04 to Oct '04 (F/T):

Animalogic
3D Artist & Compositor
Fox Studios, Sydney, Australia
http://www.animal-logic.com/intro.html

- *At Animalogic (Australia's leading 3D VFX House) I worked in 3ds max and Digital Fusion texturing, lighting, rendering (Vray), modelling, animating and compositing for **Cartoon Network**. The project paired 3D stylised photo-real backgrounds with 2D hand-drawn cartoon characters for Warner Bros global.*

- *After CNET I moved to the 2 episode DVD release of the cult Sci-Fi TV series "**Farscape: Peackeeper War**". Duties included texturing, lighting, rendering (VRay) in 3ds Max and compositing in Digital Fusion.*

May 2002-Aug 2003 (F/T):

AJB Publishing, Noggin Magazine
(Aquired by Hamarket Media Oct.2004)
3D Artist & Character Design
Sydney, Australia
http://www.haymarketmedia.com.au

- *I moved to Sydney from Melbourne to take the role of 3D Character Artist & set designer for AJB Publishing, Australasia's largest IT and computer magazine publishers.*
  *I helped start the children's IT educational magazine, '**Noggin**', which taught youngsters computing, technology and software via 3D anime comic book adventure stories, cell shaded.*

- *I worked with the 2D artist and the editor to produce the 3D content and cover artwork and composited it in Photoshop for print. I assisted in print layout for this 30 page monthly magazine.*

- *In this high turn-over environment I learned about the production print industry and working under pressure. I regularly contributed to magazine articles and marketing research.*

- *I designed and produced 3D and HTML content for the 'Noggin' website, as well as extensive design work for e-book content versions of 'Noggin' magazine.*

- *At AJB's, I also contributed to the computer industry leading magazines, '**PC Authority**' and '**Atomic MPC**', by way of cover 3D graphics, article 3D content, 3D hardware and software reviews, and a series of 3D tutorial articles on general modelling and character animation. My 3D work was featured in promotional materials and point-of-sale posters.*

- *I was entrusted with producing custom e-books for high profile clients such as Kodak, Hewlet-Packard, Canon and others in the digital media industry.*

- *After I finished at AJB, I was contracted back to produce 3D, design, e-book and article content for their various magazines and high-profile clients.*

- *I also freelanced as a contributor to other IT & graphics magazines, doing software reviews, graphics articles and 'state of the industry' reports, clients included '**Desktop**' and '**Design Graphics**' magazines.*

Oct 2000-Feb 2002 (Remote P/T):

SE Incorporated
Freelance 3D Games Modeler, Lead Character Rigger & Animator
MMORPG "Ragnarok"
Remotely for NY, USA based company from Melbourne, Australia

- *Upon moving to Australia I became Lead Character Animator for an MMORPG developing 3ds Max rigs, low poly models and animation cycles for animal and humanoid characters*

Aug 1999-Sept 2000 (F/T):

> **National College of Design & Technology**
> **Multimedia / 3D Animation Tutor & Network Technical Support**
> Christchurch & Wellington, NZ.
> *http://www.natcoll.ac.nz/Home*

- *After two months as tutor at Christchurch NCDT, I transferred to the newer Wellington campus, initially for three months.This became a permanent position lasting 14 months.*

- *Duties included tutoring in the 36 week 'National Diploma' multimedia course.*
  - *The modules were:*
    - *3D Modelling & Animation*
    - *Interactive CD ROM Design & Production, Web Design*
    - *Introduction to graphics design*
    - *Audio-video (A.V.) module (filming, storyboarding, lighting, analogue-digital AV capture, editing, post production, compositing)*

- *I helped design and update course materials, organized and delivered syllabus-and-beyond content such as lectures, tutorials, motivational activities and assessments.*
  Class sizes were 12 to 20 students, aged 17 to 45+ years old.

- *My duties were soon officially extended to include IT support (70+ graphics, video editing (Media100 and Firewire DV), scanning and administration workstations). LAN support was included, on Mac (OS7 to 9.0.4), 6800 models to DV iMacs, with 'MacAdministrator' as the security system. Wintel PC support and maintenance was also included within the college network.*

Past Work History

Oct. 1998-July.1999:   *P/T Freelance Multimedia Work, whilst studying F/T Diploma of Multimedia.*
Freelance work included: DTP, graphic design, 3D Animation, video editing, sound/music production, web design, NZ broadcast graphics, a NZ Pre-School educational 3D animation TV pilot, promotional multimedia exhibitions for colleges, artists and businesses, P/T multimedia tutoring for the NCD&T.

Apr. 1994-Oct.1998:   *Self Employed Astrological Consultant.*
I ran my own astrological consulting business, providing guidance and future cycle analysis for personal clients and businesses. This involved personal, psychological, financial and spiritual analysis for individuals, relationships and businesses, analysing patterns of behaviour and experience, and providing strategies and solutions, based on astrological data.
I also did freelance DTP and sign writing work for restaurants and café's as well as music tuition for children.

Dec. 1992-Mar.1994:   *Paper Chemist & Papermill Worker*
    Te Papapa Mill, Penrose, Auckland, NZ.
Whilst at university I worked F/T and P/T at a recycling papermill. Duties included mass paper production from waste paper, machine operation, chemical analysis,12 tonne front-end loader and fork-lift driving.

Oct. 1989-Nov.1992:   Whilst studying at university I had various jobs:
    CAD Draughsman (Engineering, Auckland, NZ)
    Factory Worker (various, Auckland, NZ)
    Motor Cycle Courier (Auckland Star Publishers, Auckland, NZ).

Feb. 1989-Aug. 1989:   *Offshore Polymer Research Technician*
    Dunlop Offshore Engineering Ltd., Lincolnshire, UK.
I worked in a small specialist team of polymer technicians researching the effects of and solutions for explosive decompression in flexible multi-layered bouyant oil rig piping systems.

Education & Training Details

Dec. 2008: Qualified as **Autodesk Certification Examiner (ACE)** (3ds max)

Sept.2008: Attended **Autodesk Train the Trainers** development and training course in **Farnborough, UK** which helped expand and organise global and regional training for internal staff, channel partners and other professional instructors

July 2008: Attended professional **Autodesk AE & Developers team training** in **Montreal, Canada** for future release product features (3ds Max2010 and beyond, Sticher, Image Modeler) and development cycle procedures

Feb. 2006: Qualified as **Autodesk Trainer Certification (ACI)** (3ds max)
http://usa.autodesk.com/adsk/servlet/index?siteID=123112&id=6862220&linkID=5573440

Oct. 1998-Jul. 1999: **National Diploma of Multimedia / 3D CG Animation**
National College of Design & Technology
Christchurch, NZ.
http://www.natcoll.ac.nz/Home

Mar. 1996-May. 1996: **NZ Small Business Course**
Christchurch S.B.A
Christchurch, NZ.

Feb. 1990-Dec. 1993: **Years 2, 3 and 4 Mechanical Engineering degree course**
Auckland University
Auckland, NZ.

Oct. 1986-Jun. 1988: **Years 1 and 2 Offshore Engineering degree course**
Heriot-Watt University
Edinburgh, Scotland.

Aug. 1987-Oct. 1987: **Diploma in Engineering Workshop Skills**
Jewel College
Edinburgh, Scotland.

Jun. 1986: **3 x *'A' levels:* Physics, Chemistry and Maths**
Waltham Toll Bar School
Lincolnshire, UK.

Jun. 1984: **10 x *'O' levels:* Physics, Chemistry, Maths, Electronics, English, English Literature, German, Geology, Design Technology, Technical Drawing**
Waltham Toll Bar School
Lincolnshire, UK.