

KYLE M. TRUEBLOOD

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<http://kyletrueblood.com>

CAREER PROFILE

Multimedia Digital Arts specialist with a Bachelor's Degree and 4+ years of work experience in UX design, front-end website development, photography, and graphic design. Enjoy enhancing the end-user experience and satisfaction with a site. Possess keen eye for website image display simplification.

AREAS OF STRENGTH AND EXPERTISE

- Graphic Design
- Front-End Development
- MAC & PC Proficiency
- Adobe Creative Suite CC
- Photography
- Video Production & Editing
- HTML5/CSS3
- MS Word & Excel
- Image Presentation
- Project Management
- NetSuite
- Kalio eCommerce Platform

PROFESSIONAL EXPERIENCE

DiscountRamps.com, West Bend, WI

May 2012 to Present

Lead Photographer/Multimedia Specialist

Assumed creative control for product photography and image display on website. Created user-centered design, eliminating background specifications, e.g. dimensions, product documents and callouts/badges. Perform quality control of video production.

Key Accomplishments:

- Transitioned a top 500 internet retailer from a static to database website with Kalio eCommerce platform within a strict 5-month deadline.
- Designed Excel spreadsheet to capture image product specifications, product documents, instructions, guides, diagrams, and callouts/badges for importation into Kalio (company CMS).
- 4,489th fastest growing private company the past 4 years in the country at 51%.

GameZombie.TV, Whitewater, WI

September 2009 to 2011

Lead Video Editor

In collaboration with the Executive Producer, promoted GameZombie brand and videos which contributed to 8,000,000 aggregated views. Edited exclusive interviews. Lead 7 teams (Video, Audio, 2D Graphics, 2D Motion Graphics, Writing, Social Media, and Web Development) to become the most complete video game developer interview series on the web.

Key Accomplishments:

- Achieved industry credibility and recognition at the International Consumer Electronic Show (CES) 2010 for filming interviews with leading technology and game developers.
- Nominated as a finalist for Best Web Video at the 4th Annual Mashable Awards, Las Vegas, NV.
- Recipient of the 2010 International Webby and People's Voice Awards, New York, NY.

Kyle M. Trueblood Consulting – Multimedia Independent Contractor, (August 2011 - Present), Milwaukee, WI

Designed, from the ground up, a responsive portfolio site including storyboarding, sketching, mocking up, and coding using HTML5, CSS3, and basic PHP (contact form). Portfolio Site: <http://kyletrueblood.com>

Key Accomplishments:

Float Life – Milwaukee's Floatation Experience (October 2014 - Present) – UX Designer, Web/Graphic Designer, 2D Motion Graphic Artist, Photographer, Milwaukee, WI

- Created company site: <http://floatlifewi.com>
- Designed company logo and business cards.
- Produced 2D motion graphic checklist: <https://www.youtube.com/watch?v=Sw4ITrW9vf4>

- Executed photo shoot on location. Images used for web and print.

Boost Media – Creative Optimization Platform (April 2016 – Present) – Freelance Image Optimizer, Video Editor, Milwaukee, WI

Gossen Corporation – Performance Railing System Video Series (August 2015 – November 2015) – Videographer, Editor, 2D Motion Graphic Artist, Milwaukee, WI

- Created stair installation video of the Performance Railing System:
<https://www.youtube.com/watch?v=KKQUdwtFFpo>

JK Rentals (April 2012) – Producer, Videographer, Editor, 2D Motion Graphic Artist, Kewaskum, WI

- Originated 5 training videos, from ground up, to instruct new employees' proper tent installation, techniques and methods.
- Composed and designed original 2D Motion Graphic used in video series and on company website.

WITMER-ism (Dennis Witmer) (November 2011 - June 2012) – 2D Motion Graphic Artist, Art Director, Producer, Graphic Designer, Watertown, WI

- Directed, animated and edited "Lovely Day" official music video for independent recording artist WITMER-ism.
- Designed album artwork and packaging for WITMER-ism's debut album, "No Clutch".

Saratoga Communications, Inc. (August 2011) – Video Editor, Brookfield, WI

- Completed video training series for Yaskawa America, Inc.
- Provided key grip during production shoot at company headquarters.

EDUCATION AND TRAINING

Bachelor of Arts, Multimedia Digital Arts, (Communication Minor), University of Wisconsin-Whitewater, Whitewater, WI

TECHNICAL SKILLS AND EXPERTISE

Web & Multimedia

- HTML5/CSS3, NetSuite, Kalio eCommerce Platform
- Search Engine Optimization, Google Keyword Planner, WordPress, and Social Media Integration (Twitter, Facebook, LinkedIn, Video Embedding)

Photography

- Canon EOS 7D Digital SLR/EOS 650D
- Studio, field, and HDR photography
- Manual settings controlling ISO, shutter speed and aperture
- Studio lighting

Software

- Adobe Creative Suite CC (Photoshop, Illustrator, After Effects, Premiere, Lightroom, Flash, Dreamweaver, Photomatix Pro, Audition, Encore, Camera RAW, Media Encoder, InDesign), Final Cut Pro and Motion 7, Maya, Microsoft Excel and Word. Proficient in Macintosh and Windows.