

Eddy Herringson

ART DIRECTOR / DESIGNER

Sydney, Australia

eddy@proto2ype.com

I'm an art director / designer from Sydney, Australia. I have a strong visual design sensibility and a broad range of experience in the broadcast / post production industry, which I've been working in for over 13 years. I possess skills in 3d animation and compositing which I believe are invaluable to my approach and understanding of contemporary motion design.

I have a proven ability to creatively lead projects. I have a great appreciation for design in varied mediums and styles. Travels to the United States, Europe and Japan have also brought a wide range of influence to my work. I am passionate about creating innovative work at an exceptional level of quality...basically, I love to design.

Experience

Art Director / Designer

Freelance

Since 2006 I have continued to freelance for companies in studio and in recent years, remotely from my home studio. My clients have been based both locally in Sydney, Australia and abroad in the US and UK.

I have contributed to a range of projects from television commercials and channel re-branding to creating designs for large scale events such as 2010 Shanghai World Expo and the opening and closing ceremonies of the 2010 Winter Olympics in Vancouver.

Over the last 3 years I have also spend a total of 9 months living and working remotely from Tokyo in Japan.

Sydney, Australia / Tokyo,
Japan
Dec 2005 - Present

Art Director / Designer

London, England

Mar 2004 - Nov 2005

Freelance

During my 2 years in London I freelanced for various companies including Nexus Productions and Intro Design.

- Was lead designer and compositor on the multi award winning Honda 'Grrr' TVC directed by Smith & Foulkes. This included creating designs for Nexus' successful pitch for the job.

Senior Motion Graphics Designer

Sydney, Australia

Oct 2000 - Dec 2003

Ambience Entertainment

Ambience Entertainment is one of Australia's leading design, visual effects and post production houses.

- Contributed to, and led the design of many successful jobs from pitching stage to completion.
- Acted as company liaison with clients, including top agencies and live action directors.
- Directed and supervised live action shoots on a variety of jobs.
- Directed teams of 3d animators and compositors.
- Contributed to redesign of Ambience's corporate identity, from the design of the new logo to the building's street signage.

Motion Graphics Designer

Digital Alchemy

Canberra, Australia
Jan 1999 - Oct 2000

Digital Alchemy is a post-production / broadcast design house based in Canberra, Australia. (Reformed as STORM FX in 2001.)

- Collaborated with a small team of talented 3d animators and compositors.
- Gained a wide range of valuable experience in motion design, 3d animation and compositing as well as editing and tape operations.
- Major achievements include designing animated ident for Reading Cinemas (for film at 2k) and a full redesign of the broadcast identity for Channel WIN News. (Including openers, closers, playins, playouts, superbars etc.)

Education

Bachelor of Arts (Graphic Design)

Charles Sturt University

Wagga Wagga, Australia
Jan 1995 - Nov 1998

- Graduated in graphic design with high distinctions.
 - In addition to the core graphic design units, I pursued other areas of interest including; multimedia (web design and digital animation), photography, television production and visual arts (life drawing, painting and printmaking).

Skills

I have skills in the following areas:

- Design for Print and Motion
- Animation
- Compositing
- 3D Animation

Software Knowledge

I have solid knowledge of these pieces of software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Eyeon Digital Fusion

I have have good modelling / texturing / lighting skills
(for motion graphics and design) in:

- Autodesk 3D Studio MAX

A list of some of the companies and clients I have created work for:

Companies:

- Daihatsu
- Heineken
- Honda
- Johnnie Walker
- Lexus
- Reading Cinemas
- Tiger Beer
- Toyota
- Subaru
- Sony
- TER SNCF (France)

Television Networks / Broadcasters:

- ABC (Australian Broadcasting Corporation)
- Arena (XYZ Entertainment)
- Astro Malaysia
- Grundy Television Australia
- Movie Network Australia
- Nine Network Australia
- SBS Australia
- Seven Network Australia
- Showtime Australia
- Southern Star Australia
- Ten Network Australia
- TV1 Australia
- TV2 New Zealand

Ad. Agencies / Production Companies:

- Attik
- The Campaign Palace
- Dentsu Inc. Japan
- Lambie - Nairn
- Leo Burnett Sydney / Singapore
- PICS Japan
- Saatchi & Saatchi
- Y & R Singapore
- Wieden + Kennedy London / Portland

Animation Studios / VFX Houses

- Ambience Entertainment

- Fuel VFX
- Engine
- Input Media
- Spinifex Group
- Mighty Nice
- Nexus Productions

Eddy Herrington

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