

# Eric Hal Hackendale

767 Dixon Street  
Jacksonville, Florida 32254  
904.239.2528  
hal@eh2media.com



## Qualifications Profile

Highly creative, detail oriented and versatile graphics and 3d designer with extensive experience in web design, print design, and 3D design and visualization. Competent in video editing and production. Enjoys working on projects from the ground up. Excellent conceptualization and critical thinking skills, as well as writing and verbal communication skills. Accustomed to working in deadline driven environments and managing client and vendor relations. Looking for a team-oriented atmosphere in which to apply current skills set, while also being challenged to learn new skills. Creative experience in the following areas:

Web Design	Print Design	Multimedia	Programs
Web Design (Front End) Banners Email Campaigns Infographics 2D Illustration/Animation Copywriting	Logos/Stationery Identity Systems Presentation Packages Advertisements Brochures Large Format Printing	3D Design/Animation Product Visualization Arch. Visualization Video Editing/Prod.	Adobe Creative Suite Maya/Mental Ray Flash After Effects Premiere Pro MS Office

## Professional Experience

### **Eh2 Media, Jacksonville, Florida, 2010**

Freelance Graphic Designer

[www.eh2media.com](http://www.eh2media.com)

Provide an array of graphic design services tailored to fit the specific needs of individual clients. Conceive, create and deliver graphic design assets including print design, web design, 3d design and video production.

### Recent Projects:

#### *Website Redesign & Maintenance, Attraction & Entertainment Solutions, Jacksonville, Florida*

[www.aandesolutions.com](http://www.aandesolutions.com)

Ongoing project for the past 2 years consisting of maintenance, updates and redesign of the corporate website.

#### *Event Theme Concept & Design, Muse Communications, Shanghai, China*

Concept and design for the Jotun Annual Sales Conference at the World Hotel Grand Juna Wuxi in Taihu New City, China

Project included 2d design concepts and 3d visualization of themed elements for the lobby and ballroom spaces.

#### *Odin's Eye Themed Attraction Promotional Video (3d animation), Gudbrandur Gislason, Iceland*

Designed, modeled, rendered and produced a three minute promotional video consisting of a 3d fly-through animation based on architectural and concept drawings of the Odin's Eye themed attraction.

#### *Large-Scale Graphics for Salvation Army-Kroc Foundation Multi-Challenge Activity Center, Memphis, Tennessee*

Creation and production of 60 plus large-scale themed graphics based on architectural and concept drawings.

#### *Website Design, The Angelo Group, Jacksonville, Florida*

Complete redesign of existing corporate website.

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## **Web.com, Jacksonville, Florida, 2009**

Web Design Modification Specialist/Account Representative

[www.web.com](http://www.web.com)

Design, build and modify templated websites based on customer's content and specifications utilizing web.com's proprietary website content management systems. Maintain up to 30 customer accounts per month, using proper phone and email communications with customers during the design and modification process.

## **RES Interactive, LLC, Jacksonville, Florida, 2008**

Graphic Designer/Artist

[www.tootsville.com](http://www.tootsville.com)

Avatar and worlds creation and animation for the Tootsville MMO utilizing Illustrator and Flash, with emphasis on balance between aesthetic standards and run-time optimization. Worked closely with Lead Programmer to simplify and improve the in-game avatar and individual worlds design and animation.

## **The Iron Group Company, LLC, Jacksonville, Florida, 2006 - 2007**

Director of Creative Services

Successfully design, coordinate and manage all aspects of graphic design projects from concept through completion, including corporate identity, branding and messaging. Work closely with CEO and COO to create the vision, conceive designs and write copy. Effectively manage relationships with vendors to meet project requirements and deadlines.

## **Sally Corporation, Jacksonville, Florida, 2005**

Contract Designer

[www.sallycorp.com](http://www.sallycorp.com)

Worked closely with a five person design team to effectively design Hershey's Xtreme Cup Challenge, an innovative "dark ride" installed in Hershey Park, Pennsylvania. Collaborated with the Lead Engineer to build AutoCAD 3D models of specific sets for ride layout and element spacing.

## **Guy Dill Studio, Venice, California, 2000 - 2001**

Artist Assistant/Sculptor

[www.guydill.com](http://www.guydill.com)

Assisted Guy Dill in the studio with the fabrication and finishing of large bronze sculptures for private gallery exhibition, public art and placement in high end residences.

## **Trans FX, Ventura, California, 2000**

Contract Fabricator

[www.transfx.com](http://www.transfx.com)

Worked with design team in all phases to build the *Borrego*, a multi-million dollar concept car for General Motors. The car was exhibited nationally in the car show.

## **University of Southern California, Los Angeles, California, 1997 - 1999**

Teaching Assistant

As a part of a scholarship program, assisted professors with the teaching fine art classes.

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## Education

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**Middle Georgia College, Cochran, Georgia 1987**

Undergraduate Study

Baseball Team

**South Florida Community College, Avon Park, Florida 1988**

Associate of Arts

Baseball Team

**Florida State University, Tallahassee, Florida 1997**

Bachelor of Fine Arts

**University of Southern California, Los Angeles, California 2000**

Master of Fine Arts

Full Scholarship Recipient

Teaching Assistant