

Firas J.Ershead **CG Technical Director – Animation Supervisor**

Personal Status

Born: March 25, 1977, Algeria
Nationality: Jordanian
Resident: Dubai, UAE

Professional Objective

To managing and leading post production department in broadcast facility.

Dedicated to creating unique, entertaining high end visuals for the broadcast media.

It is my strong belief that a CG technical director must have both technical/artistic skills and team management skills, and I am confident my experience in CG art as well as understanding efficient projects pipeline, will allow me to continue to grow in my chosen field.

Skills

- **Scheduling, project analysis, responsible for meeting deadlines, set artists workloads.**

- High level of open communication.
- Organize project pipelines.
- Ability to analyse storyboard, establish and maintain appropriate priorities.
- Understanding and ability to implement software production best practices.
- Full understanding of project requirements at different stages of production.
- Problem solving.

- **CG Character Technical Director. Compositing, MEL Scripting, Character Animation.**

- Expert user of Maya Unlimited in modelling, shading and characters setup.
- Expert utility programmer in creating efficient and fast procedures & tools.

Experience

Dec. 2007 – present : **CNBC ARABIA**, Dubai, UAE

Sr. Graphics Supervisor : Responsible on all broadcast graphics, manage and execute designs in the Creative Dept.

Work hand by hand with the Art Director, to create original & creative concepts, then find best workflows to deliver the job within the deadline time.

Dec. 2005 – Dec. 2007 : **Condor Dubai**, Dubai, UAE

Head of Graphics Department: In charge of the graphics team & projects for national and international TV commercials, broadcast promo, music videos, TV Idents and special effects videos.

Since Condor Dubai is the biggest post production facilities in Dubai, I did full range post services in digital image processing & computer animation for a variety of projects and clients :

Dubai TV - Qatar Islamic Bank –Tamer - Dubai Holding – LINCOLIN – MTV SHUAA CAPITAL – HSBC – ARAMCO - DUBAI SUMMER FESTIVAL - GULF NEWS - MOBILY

And variety of products :

Pepsi / M&M / Skittles / Sprite / Gillette / Kellogg's / Clear Shampoo / Panadol / Lipton...

And many more.

Feb. 2002 – Dec.2005 : **MediaTech**, Dubai, UAE

Head of 3D Department : In charge of all 3D animation projects for national and international TV commercials, promo, music videos, TV Idents and special effects videos.

Intensive work on TV broadcast animation for **Al Arabia** and **MBC**
Modelling/Shading/Setup and animation CG projects.
Work done in Maya/MEL with additional use of Rhino 3D.
Performed compositing in After Effects.

Developed and analysed storyboards and timing with production directors
Feb. 2000 – Feb. 2001: **Haroun Multimedia**, Dubai, UAE

Character Modeling and rigging : for cartoon characters. Character animation and workflow management. Performed animation tests on characters. Work was done in Maya and 3D Studio Max, with extensive use of MEL/Max scripting.
Nov. 1998 – June 2000: **Telex Productions**, Amman, Jordan

3D animation and graphic : Worked with a range of clients, providing high-end 3D animation to be integrated in commercials and advertising campaigns.

Nov 1995 – Nov. 1998: **ICAD**, Amman. Jordan

3D animation and graphic design for TV commercials. Use of AliasWaveFront Power Animator, 3D Studio MAX.

Education

1995 - 1999: **Al-Zaitonah University**, Jordan
Bachelor of Computer Science.

Technical Knowledge

Software Proficiency: *3D Applications*: **Maya, Rhino, Syflex, Realflow**
Adobe: **Photoshop, After Effects, Premiere, Illustrator**
Apple: **Shake**
Discreet: **Combustion**
Macromedia: **Flash, Freehand**

Additional Info

- Scripted numerous character-based tools for Maya, among which a procedural squash-and-stretch character rigging system, as well as a complete skinning toolset.
- Spend free time studying classical 2D character animation and applying these principals to 3D characters.
- Highly competent in all areas of the character animation pipeline.
- English speaker.
- Reference letters available upon request.

Firas J,Ershead

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