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Autobiography

Ed is a sunny islander from the Philippines. He's had the good fortune of relocating (for the time being) to the not so sunny, but equally exciting shores of San Francisco .

He has a Bachelor of Science in Management Information Systems, a mix of project management and merging computer with business systems. While he has always enjoyed the art of programming, he found himself attracted to the possibilities of visual design. It was during this time he picked up his first copy of Flash (version 4) and just could not put it down (in no small part from seeing works of superstars like John Maeda and Yugo Nakamura). Eventually, he landed a job at a promotions agency as a creative, taking the lead in all Flash related projects. His creative director in the agency was an alumnus of the Academy and highly encouraged him to give San Francisco a go.

A year into the New Media program, Ed has found amazing progress not only in technical skills but conceptual as well. Half of it just by being around other creative people and soaking in the unique culture of the Bay Area. He hopes to create projects that constantly challenge his skills and contribute to the growth of the design community, especially in his home country.

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10_24_2006

Ed Salvaña
02153082

Résumé

EDUCATION

MFA Computer Arts, New Media
Academy of Art University
(Present)

BS in Management Information
Systems, Ateneo de Manila
University

WORK EXPERIENCE

Freelance Multimedia Artist
(2003-2005)

Creative/Flash Designer (2003-
2004), _Signature Promotions
Intern (2002), Citibank NA

CLIENTS

Proctor and Gamble Philippines,
Unilever Philippines, Citibank NA,
Maxx Marketing, Universal Robina
Corporation

AWARDS

Outstanding Intern Award,
Citibank NA (2002)

Citiway Merit Award, Citibank NA
(2002)

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Mint Collective Development Team

LEAD DEVELOPER - ED SALVAÑA

The Lead Developer will oversee the planning and implementation of all programming related phases of the project. He will assign tasks, check progress, and sign-off all completed tasks. He is responsible for creating the framework of the entire project (e.g. creating main classes and documenting their methods and properties) and make sure that integration of individual modules is functional and optimized. The Lead Developer will train and support members of the development team who require assistance.

DEVELOPER - CATHERINE LEE + ED SALVAÑA

The Developer is tasked by the Lead Developer with completing tasks such as creating individual modules of the project. They will submit all queries and output to the Lead developer for approval.

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Mint Collective Design Team

ART DIRECTOR - CATHERINE LEE

The ArtDirector will oversee the planning and implementation of all design related phases of the project. She will delegate tasks, check progress, and sign-off all completed materials. She is responsible for creating the brand strategy and identity standards of Mint Collective and to ensure that all artwork aligns with the strategy requirements. The Art Director will support members of the creative team who require assistance.

INTERFACE DESIGNER - CATHERINE LEE + ED SALVAÑA

The goal of the Interface Designer is to ensure the user's interaction experience is simple, intuitive and efficient.

INFORMATION ARCHITECT - CATHERINE LEE + ED SALVAÑA

The Information Architect creates and documents structure of the website and its content, explores functionality, analyzes interaction between pages/modules and creates use cases.

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01

Directed Study Outline

SPRING 2007

CANM 800 MS : Directed Study Usability
CANM 800 MS : Directed Study Database Design / PHP & MySQL
CANM 800 MS : Directed Study Action Script
GS 604 : Professional Practices and Communications

SUMMER 2007

CANM 800 MS : Directed Study PHP & MySQL
CANM 800 MS : Directed Study Action Script

FALL 2007

CANM 900 MS : Internship
CANM 663 MS : Advanced Topics in Motion Graphics
Elective : TBA

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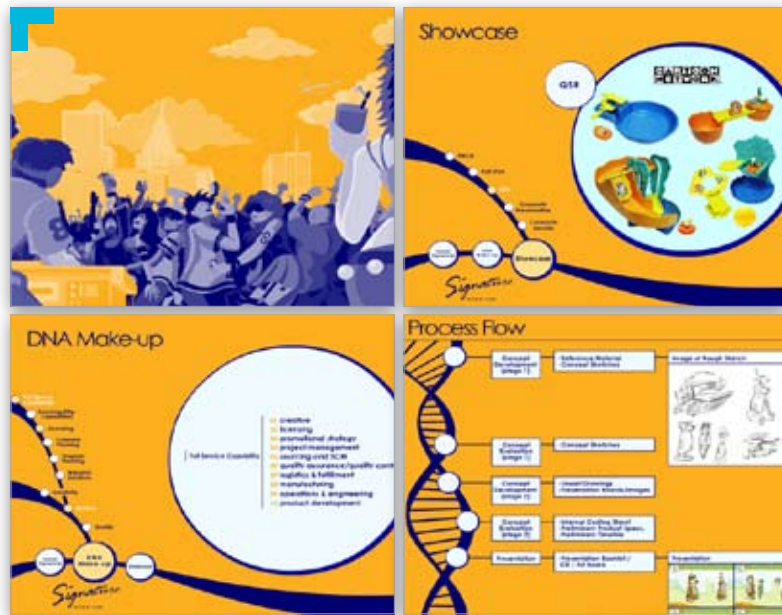
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PORTFOLIO

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Signature Profile

Date: 2003



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DESCRIPTION:

A leave behind interactive CD-Rom presentation of the company profile.

CONCEPT:

The presentation was made to show what is "inside" Signature, thus thematic elements pertaining to DNA was used throughout the project. There were two versions for the opening animation, one for clients creating children oriented products, another for the adult market.

MEDIUM:

Macromedia Flash MX, Illustrator

REASON FOR INCLUSION:

This was one of the biggest projects that I ever handled. The company I worked for just established their brand, and this was pivotal in their marketing efforts. It allowed me to work with a veteran group of illustrators, shows very polished animation and heavy use of Flash's interactive capabilities.

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Maxx Marketing E-Greeting Animation

Date: 2004



DESCRIPTION:

A short web-based flash animation sent to clients and partner for the holidays.

MEDIUM:

Macromedia Flash MX

REASON FOR INCLUSION:

Shows very stylized animation and the ability to break beyond traditional restraints of corporate branding while maintain brand equity.

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Pink Panther European Escapade

Date: 2005



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DESCRIPTION:

An animated presentation of concept toys for a focus group discussion and sales pitch to a quick-service restaurant chain.

MEDIUM:

Macromedia Flash MX, Photoshop 7

REASON FOR INCLUSION:

Shows strong character animation and motion graphics skill, as well as mastery of Macromedia Flash.

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Personal Illustrations

Date: 2004



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DESCRIPTION:

Set of personal portrait illustration projects

MEDIUM:

Macromedia Flash MX, Photoshop 7

REASON FOR INCLUSION:

Shows different types of illustration styles and trends.

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SIGGRAPH Poster

Date: 2005



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DESCRIPTION:

All-type poster for SIGGRAPH 2006 made in Typography Class

CONCEPT:

Shows SIGGRAPH as an one of the building blocks of the web and interactive industry via code on paper.

MEDIUM:

Illustrator CS

REASON FOR INCLUSION:

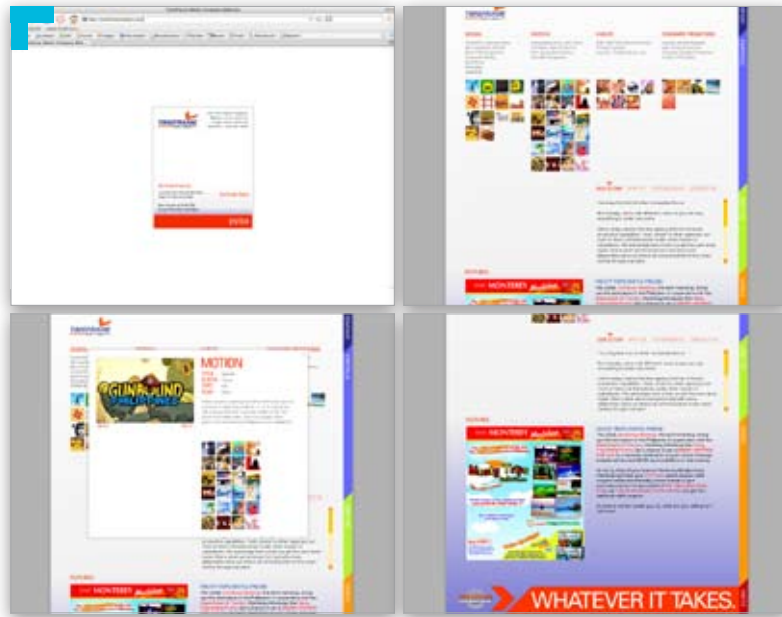
Show typography skills, mainly in the areas of hierarchy, grid, structure and use of color.

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Timeframe Web site

Date: 2005



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DESCRIPTION:

Web site for a design and production agency

CONCEPT:

The Timeframe Media brand is all about their work speaking for itself. The web site highlight's the company's large portfolio

MEDIUM:

Macromedia Flash MX, HTML

REASON FOR INCLUSION:

This was a very successful web site in terms of aligning the company's brand image. It also involved a large amount of planning the structure to ensure that the client is able to update the information without the help of the designer or much knowledge of Macromedia Flash.

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SEED Web site

DATE: 2005



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DESCRIPTION:

Personal web site that is updated monthly, containing written thoughts and articles pertaining to design, inspirations and design icons, as well as case studies of chosen projects.

CONCEPT:

Seed Journal was the final project for my Web Technology 1 class. It is meant to show my progress as a designer, as well as catalogue my thoughts and ideas on different thoughts and ideas during a particular time period.

MEDIUM:

PHP, XHTML, CSS

REASON FOR INCLUSION:

Whereas most of my experience is concentrated on Flash and ActionScripting, this project shows a branching of my skills into the building block of the web, which is (X)HTML and its associated technology, CSS. It will also show my abilities in structuring information and deploying it using one of today's most popular web scripting languages, PHP.

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Artchive

Date: 2005



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DESCRIPTION:

Artchive is a working prototype for a proposed archive of thesis projects for the Graduate New Media Department of AAU.

CONCEPT:

Artchive is a site where Academy Students can view all successful final projects for research and inspiration. Students who complete their final reviews will be able to upload screenshots of their projects as well as links, documentation, and other media related to their final project.

MEDIUM:

PHP, XHTML, CSS, mySQL

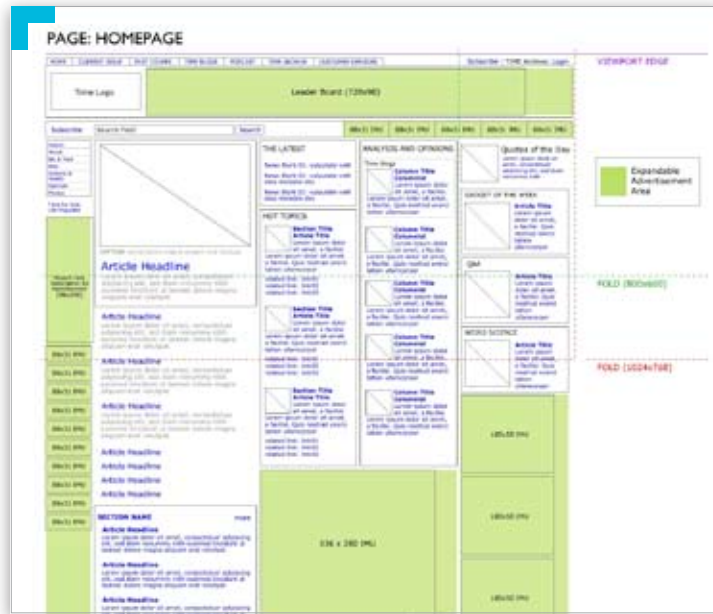
REASON FOR INCLUSION:

Artchive was produced in Web Technology 2 with instructor Jason Harley. It is a joint experiment between Ed Salvaña and Catherine Lee to test their ability to work as a team. Artchive has also provided a solid framework for production to our thesis project, Mint Collective.

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Time.com Redesign Wireframes

Date: 2006



DESCRIPTION:

A redesign of the current Time.com website with a focus on increasing revenue and increased traffic.

CONCEPT:

Streamlining of the website content was key to increasing page readability and ease of scanning. An increase in available real estate for content provides a more ordered experience.

MEDIUM:

Adobe Flash 8

REASON FOR INCLUSION:

This piece shows the ability to structure large amounts of data and key understanding of information architecture and usability.

The Creative Process: A Close(r) Inspection

Date: 2006



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DESCRIPTION:

The brief was to create an interactive story using flash. A detailed illustration was created and a magnifying tool lets the user zoom in on any area of interest. Audio panning with relation to objects in the illustration was also explored.

CONCEPT:

I tried to illustrate the thought process of an artist/designer in detail. The apparent randomness begins to clear after closer scrutiny.

MEDIUM:

Adobe Flash 8

REASON FOR INCLUSION:

This piece shows the ability to integrate interactivity without compromising the storyline.

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