**Michael Loucas**

**Senior Hybrid and Media Alchemist**

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**PERSONAL STATEMENT**

Primarily I’m an Artist before anything else. Being a "creativity" specialist is my overall pursuit in the Digital Industry. My career is peppered with a deep skill set that is relevant for any type of company with any department. I’ve contributed as a designer, multimedia specialist or hybrid for “start-ups”, “entrepreneurs” and “boutique” marketing firms. I’ve worked directly with Owners, CEO’s, Marketing Managers and Art Directors. Some industries I’ve in include but are not limited to, Entertainment, Real Estate, Transportation, B2B/B2C and Gaming. As a Self-Starting Freelancer I’ve led projects on my own from start to finish. As a T4 Employee I contribute fully and pull my weight. On top of this, I had the pleasure to obtain over five years of teaching with proven facilitation and mentoring skills that also included curriculum and syllabus development at various “media colleges” in Canada and the EU.

After graduating from Multimedia and Web Development with a GPA of 3.7, I then become an “autodidact” teaching myself virtually any subject needed to stay relevant. You’ll notice the detailed disciplines throughout my profile.

Possession of a strong ability to work with and use different technologies grants me the freedom to work in any department building content in its entirety or contribute portions and parts to the bigger picture.

My two-core strengths are adaptability and flexibility when working in contrasting environments and my five-core skill are listed below.

**FIVE CORE SKILLS**

**Consulting and Training**

Over 4.5 years of classroom presentation and curriculum development including decades of interactive tutorials and visual education.

**Traditional Artist**

Painting, sketching, drawing and colour is first nature to me.

**Web Developer Front and Some Back**

The fundamentals of Web Development are always present. I currently use "Content Management Systems" to set up databases and aggressively develop websites in half the time but still hand code for custom outcomes.

**2D, 3D Animations**

I'm capable of designing and animating 2D and 3D assets for any medium. I use traditional key frames, CSS, jQuery and 3D physics-based animation for eye candy.

**Visual Special FX**

Adding Visual Effects with code or compositing tools to web and video is a deep passion of mine.

**WORK HISTORY**

**Senior Web & Multimedia Developer**

**7C Laboratories - March 2018 to March 2020**

***Skills Used****: WordPress, Shopify, Google Analytics, SEO, MySQL, CSS, HTML, Adobe CC Suit, PHP 7.2, SVG Animations, jQuery, GTMetrix, Premiere and After Effects, 3Ds Max, MAC, PC.*

***Description:***

* Installed MySQL Database and developed complete CMS websites using WordPress without a template leveraging tools such as X Theme Pro, Elementor, WP Bakery.
* Installed, configured and administered multiple Shopify sites and plugins with some custom development to enhance the shopping journey.
* Configured DNS, SPF, MX, and A-Records on multiple server's environments.
* Fixed bugs from existing websites and implemented enhancements that significantly improved web functionality, enhanced security and speed.
* Coded custom functions optimally to hook into the Function.php file for functionality typically targeting WooCommerce, Language switching, and Layouts.
* Bringing new ideas to Cailba.com involving UI/UX research, which upon carrying out increased company profits and membership sign-ups by 5%.
* Communicating efficiently with dozens of high-profile clients to carefully discuss their proposals for accomplishing precisely their key objectives and making adjustments as needed.
* Expanding business internationally, multiplying sales figures by factors of 10+.
* Executing on intensive re-branding initiatives, and running multichannel marketing programs.
* Consulted with the design intern and on specific occasion the CEO regarding web layouts concerning best practices on user experience and desired functionality.
* Performing daily database updates on multiple websites residing on various servers like WHM, HostGator, GoDaddy, and Bluehost
* Implemented email marketing journeys using HubSpot, Mailchimp and SendGrid as the sending systems.
* Used CSS, jQuery and JavaScript often on web pages to typically improve the look and feel of the experience.
* Self-learned and incorporated new skills and modern techniques which produced minimal reliance on 3rd Party vendors and plug-ins.

**Graphic Designer & eLearning Tutorial Animator**

**GP Strategies.com - September 2017 to December 2017**

***Skills Used:*** *GoAnimate, Flash CS5, Photoshop CC, Illustrator CC, After Effects CC, Premiere, Camtasia, MS Word, Handbrake, PowerPoint, Modified Storyboards and Scripts.*

***Description:***

* Provided technical knowledge and extensive expertise on computer animations, sequencing, graphics, video rendering and audio/visual effects using GoAnimate to create the “Scotiabank Global Sales Principles” e-learning modules intended for “internal staff training” resulting in the moral improvement of customer support.
* Designed and Programed ramification assets in Photoshop, Storyline and Lectora’s for engaging eLearning modules.
* Complete overhaul of prop resources for A&W’s animated cartoon “Green Apron” staff training animation.
* Prop design in Illustrator and Flash for custom assets imported to GoAnimation.
* Carefully researched and Implemented Dynamic “Closed Captions” for French and Spanish explainer videos.
* Implemented 2-D Caricature Animation and custom backgrounds, lip-sync, and prop design.
* Designed the Canada Post "Defensive Driving Program" Posters with the specific guidance of the Art Director.

**Video Tutorial Developer (contract)**

**Staples Canada Learning Centre - August 2017 to September 2017**

***Skills Used****: Planning, Camtasia, Photoshop, Audition, Recording, Animations*

***Description:***

* Used Camtasia to record on screen demonstrations and narrate myself tutoring.
* Transcribed the voice overs into written scripts for use in closed captions.
* Created and delivered 21 Adobe Photoshop CC explainer video tutorials accompanied by the matching Syllabus.

**Sr. Graphic Designer & Tutorial Animator**  
**i3International - October 2016 to March 2017**

***Skills Used****: PDF, Word, Excel, Camtasia, Audition CC, Photoshop CC, Illustrator CC, Premiere CC, After Effects CC, Mac Pro, PC WIN7, Storyboarding, Voice overs, Liaison, Trade show assets and hardware set up.*

***Description:***

* Around 96 of the 120 attendees (80%) joined the company after a successful venue using video explainers, graphical and printed content and assets.
* Design marketing and sales materials for print and on-line content (i.e., Videos, banner ads, product guides, signage, packaging, brochures, spider walls, posters and sales sheets).
* Photographed products and staff members for company related materials such as manufactured item catalogues, marketing elements, brochures, flyers, direct mail materials and e-mail campaigns.
* Maintained and updated changes to the website and App assets as needed.
* Liaised with four groups in the company for the development and creation of illustrations, information graphics plus edited photos for sales, marketing and communications pieces.
* Prepared and coordinated with customers, vendors, sales staff and Art Director to meet scheduled deadlines and maintain budgets and error free printing.
* Creatively seek out new ideas and cutting-edge industry knowledge.
* Managing and completing all work on time within the brand guidelines.

**2D Roto Painter & Compositor (Hollywood)**

**Legend3D - October 2015 to October 2016**

***Skills Used****: Nuke, Mocha Pro, Boujou, Internal Software, Roto Painting, Remove, Difference Painting, Tracking, Stabilizing, Offset, Frame Blending, Pre-Multing, Patching, Masking, Clean Plating, Wide and Core Matting, (2D) Corner Pin, De-grain and Re-Grain, Colour Matching.*

*IMDB profile:* [*http://www.imdb.com/name/nm8148934/?ref\_=fn\_al\_nm\_1*](http://www.imdb.com/name/nm8148934/?ref_=fn_al_nm_1)

***Description:***

* Effectively contributing 2D compositing for 3D Hollywood Movies.
* Pixel Perfect Roto paint work across multiple frame ranges.
* Shot Replacement for pixel perfect compositions.
* Multitask priority shots in a high stress environment on time.
* Motion Tracking with Mocha.
* 3D Point Cloud Tracking with Boujou.
* Credited in over 12 films.

**Instructor for Web Development & Digital Multimedia**

**Canadian Business College - October 2013 to May 2015**

***Skills Used****: Adobe CC, Basic SEO, Communication, Understanding, Encouragement, Demonstration, Lecturing and Drawing, Update and Created new Syllabus’s.*

***Description:***

* Physically and verbally interacted with over 15 pupils throughout the day with a graduate rate of 99%.
* Helped in the recruited an average of 33% new student signups per semester.
* Maintaining accurate and complete records of students' progress and growth.
* Put together, administered and graded midterm and final examinations.
* Showed internet safety about online predators, bullying and password/codes security on cell phones, gaming devices, and computers.
* Supervised and evaluated students' laboratory work.
* Collaborated with the admissions department on setting up job placement for pre graduate and postgraduate.
* Gave one-to-one attention to students, while maintaining overall focus on the entire group.
* Consistently received positive teacher evaluations and constructive feedback from students and administrators.
* Update and Created new Syllabus’s for the multimedia department to maintain with trends.

**Digital Media Developer & Graphic Designer**

**Universal TranWare NexTaxi - October 2012 to April 2013**

***Skills Used****: Graphics and Signage, Web and Mailer Design, MS Word, Photoshop CS6, HTML, CSS, WordPress, Joomla, Premiere CS6, After Effects CS6, PowerPoint, Print and Liaison, Flash CS6, InDesign CS6, 3Ds Max, Drawing and Sketching, Storyboards and Voice Over.*

***Description:***

* Rebranded the Product identity including the Logo and all materials as per the owner's vision.
* Created graphic designs and icon assets for use in mobile application, emailer and promotional banners.
* Design marketing and sales materials for print and on-line content (i.e., explainer videos, banner ads, signage, brochures, spider walls, posters and sales sheets).
* Created and animated assets in HTML, CSS, SVG and Flash/Animate for presentations and promotions for both online and on-screen demonstrations.
* Installed and built the WordPress site using cPanel, MySQL and PHP 4 while managing the CMS content.
* Created multimedia content and signage for Trade shows.

**Web Producer & E-marketing**

**Direct Energy - September 2011 to April 2012**

***Skills Used****: Photoshop and Image ready CS6, HTML, CSS, Dreamweaver, XML, Notepad++, JavaScript, Share Point 2007 and 2010, Google Analytics, Word and Excel, IT Support.*

***Description:***

* Hand coded e-mail campaigns with HTML, CSS and distributed e-blasts using internal delivery software.
* Created Landing Page Vanity URLs and redirect pages for acquisitions and retention customers.
* Created Wikis Tutorial about “Direct Energy ‘s web development process.”
* Carefully maintained XML Price lists across all Direct Energy and subsidiary websites using Microsoft SharePoint 2010–2007.
* Communicated efficiently with various departments daily about our active duties.
* Multitask for 6 to 15 Projects, while cascading work to local employees and in the US and Sri Lanka.
* Collected Google Analytics and reported to the lead SEO specialist.
* Tested Direct Energy web sites on Pre-production servers and executed incremental uploads procedures for Final LIVE versions for error free delivery.
* Volunteered to Solely Support the executive IT manager with troubleshooting connectivity and security during the company’s expansion to a new location.

**Lead Digital Media Developer & Graphic Designer**

**Traders Trust Capital Markets - August 2010 to July 2011**

***Skills Used****: Photoshop CS4, Mail Chimp, Flash CS4, HTML, CSS, Dreamweaver, WordPress, Joomla, Premier CS4, After Effects CS4, Video Editing, 3Ds Max, Prototyping and Wire framing.*

***Description:***

* Rebranded the company’s Logo and replaced all visual materials.
* Created the first TTCM GUI Layout using Photoshop Image Ready and HTML/CSS for the ".NET" version of the website.
* Installed and Maintained the Joomla Affiliates website and the main WordPress TTCM website using cPanel, MySQL and PHP 6.
* Conceptualized designs that are both artistically interesting and engaging while effectively communicating information and modern ideas to reach a target audience.
* Created Advertising Banners with Flash CS4/Animate and Photoshop CS4 for both TTCM and the Affiliates program.
* Uniquely designed and hand coded e-mail campaigns and newsletters with Photoshop CS4, CSS and HTML and distributed them using both in house and MailChimp delivery systems.
* Supported the Sales team (via Marketing) in creating necessary sales materials.
* Created and updated graphic content on Social Media Networks
* Created Video Advertisements with Premiere and After Effects for the YouTube channel.

**Lead Multimedia Web Developer & Graphic Designer**

**Cypruslikethis.com (*Primecom Ltd*) - January 2009 to August 2010**

***Skills Used****: Graphic Design, Animations, Video editing, Develop Storyboards and Voice Over, Web Design and Development, Adobe CS2, Photoshop, Flash, HTML, CSS, Joomla, Vegas Video, After Effects, Camtasia, PowerPoint, InDesign, Print and Liaison, 3Ds Max and Kiosk signage.*

***Description:***

* Designed the company Logo and adapted the brand guidelines lines, asset naming conventions and other technical constraints around the existing style that was set forward by the owner.
* Worked with the owner and lead programmer to launch the first ever Island wide B2B/B2C shopping info service on time and budget.
* Optimized images and converted/imported 42,000 company logos using Photoshop Scripts to enhance workflow to meet the three-week deadline.
* Created an innovative UX search solution for customer that resulted in an increase of 1,200 new business signups in one year.
* Created Advertising Banners with XML, Flash, and Photoshop.
* Hand coded and distributed e-mail campaigns and newsletters made with Photoshop, CSS and HTML.
* Hand crafted icons, maps and graphic content for CyprusLikeThis for both front and back end of the CMS.
* Edited, scripted and shot animated video advertisements for Digital Billboards, Kiosks, tutorials and location video recordings using Adobe Premiere, After Effects and Camtasia.
* Graphically designed and developed 29 Multilanguage mini sites, while adhering to the Brand Guidelines.
* Maintained and updated customers info inside the content management sections within the back end.

**Instructor for Multimedia & Web Development (evenings)**

**Logios Institute - March 2009 to March 2010**

***Skills Used****: Adobe CS4, Communication, Understanding, Encouragement, Demonstration, Lecturing, Drawing*

***Description:***

* Administered and graded midterm and final examinations.
* Supervised and evaluated students' laboratory work.
* Physically and verbally interacted with over 20 pupils throughout the evening and maintained a positive safe learning environment for students ranging in ages from 18-28 years old with resulting in a graduate rate of 100%.
* Gave one-to-one attention to students, while maintaining overall focus on the entire group.
* Consistently received positive teacher evaluations and constructive feedback from students and the owner.
* Assigning nightly curriculum, exercises, projects and tests for web development and multimedia topics.

**Lead Multimedia Web Developer & Graphic Designer**

**TC Ads.net (*PrimeGaming.com*) - August 2006 to December 2008**

***Skills Used****: Photoshop, Illustrator, Flash + AC1, XML, HTML, CSS, Dreamweaver, JavaScript, Premiere, After Effects, 3Ds Max, Solving Skills, Web Development, Digital Specialist Consultant, Multimedia Design and Development, Management Skills, Team working skills, Imagination, and creativity.*

***Description:***

* Provided technical knowledge and expertise on computer graphics, digital photography, videos, animations, sequencing, and audio/visual effects in various DVD, CD-ROM, authoring and software packages yielding approximately €1,000.000 per week.
* Designed high-impact, user-centred Web sites, Landing Pages and interactive banners with strong emotional appeal, sophisticated production values, and intuitive navigation to maximise user engagement and cement powerful brand identities.
* Redesigned and delivered four new gaming websites to W3C standards compliance and built a range of multimedia and call to action content, using interactive Flash, 3D, typography, graphics, video, audio, and animations.
* Developed an organised code and graphics in the database to include reusable templates and components for the Web and Sale Department.
* Prepared and rendered 3D and graphical assets from modelling software for Casino games.
* Communicated daily with the CEO, COO and sales teams to clearly understand schedules, budget, status, and conditions.
* Hand coded and distributed e-mailers with tracking data and designed the matching Landing Pages, followed by gathering analytics and presenting campaign performance.
* Used desktop publishing software and graphics packages to create print materials and documentation for Trade shows like spider walls, posters, CD-ROMS, swag, handouts and booth graphics.
* Official liaison with 27 Translators and multiple Printing houses to convert and efficiently deliver content on time.

**Recording Producer Engineer & Manager**

**Hector Diaz - January 2002 to August 2004**

***Skills Used:*** *Production, Manager, Engineer, MS Word, Photoshop, Illustrator, Flash, Dreamweaver, After Effects, Vegas Video, Cubase, Reason, Sound Forge, Acid Pro, Pro Tools, 3D Max*

***Description:***

* $30,000 in Record sales in 2 months from both HMV and Bootleg sales.
* Properly applied for and receive a generous FACTOR grant for $5,000.
* Worked closely with the Artist to ensure their vision plus performance development including vocal coaching for a studio Mic recording.
* Created the official website in Flash and registered the Domain Name for the Artist.
* Developed all graphics for marketing, promotion and clothing as well as writing biographies for record label pitches.
* Graphically designed all printed assets like Flyers, Posters, CD Jackets and Album Covers and would communicate with printing houses to insure high-quality delivery on time.
* Responsible for all pre-productions, recording, engineering, mixing, sequencing, arranging vocals, live sound production and equipment set up and testing.
* Booked compatible background vocalists and/or session musicians, coordinating studio time and hiring sound engineers for mastering the final recordings.
* Experienced with, Cubase, Avalon, Pro Tools, Reason, Acid Pro, MPC Akai 2000 and Midi.
* Produced, arranged and recorded several albums and singles on cassettes, vinyl and CD-ROM.
* Oversaw and carefully coordinated the process of hiring vehicles, camera operators, hotels and booking venues/shows.
* Shot and edited the “Mega City” Music Video using Premiere and Vegas Video.

**Lead Flash E-learning Animator**

**MyCourseRoom - June 2003 to December 2003**

***Skills Used:*** *2D Animations, Drawing, Photoshop, Illustrator, Flash, Dreamweaver, Sound Forge, Acid Pro, QuarkXPress, Vegas Video and 3D Max to Vector assets, Develop Storyboards, Appended Scripts.*

***Description:***

* 2D caricature design plus animations for over 300 cartoons with interactive e-learning Flash modules for training “Business Management” staff resulting in a 30% increase of customer purchases.
* Read scripts and storyboards proved by the client and convert them into animated cartoons and e-learning modules.
* Recorded and carefully edited my own voice overs, sound FX and commissioned other voice actors for the tutorials.
* Created general marketing materials like Print, Banners and HTML content.

**Digital Tutorial Developer for online Shopping**

**Onside kick - September 2002 to August 2003**

***Skills Used:*** *Photoshop, Illustrator, Interactive Flash, Dreamweaver, JavaScript, Photography, Viewpoint 3D, Instructional and Tutorial Videos.*

***Description:***

* Typically worked on Colgate Palmolive, Nike, Reebok and Adidas products.
* Efficiently produced and carefully maintained PowerPoint presentations.
* Worked collaboratively with Senior Producers, Company Owners and under the creative direction of the Head of Multimedia to produce distinctive and stylish sporting content for effective Flash presentations.
* Created interactive tutorials using Flash and Photoshop about the specific products "Shopping Instructions"
* Prepared images portions of sporting apparel for the 3D department.
* Supported in the Recompiling of images to construct 3D Models of sporting apparel for web user interaction.
* Used Photoshop for retouching and graphic manipulation of sporting goods.

**Instructor for Multimedia & Web Development**

**Trebas Institute - June 1999 to June 2002**

***Skills Used****: Adobe, Communication, Understanding, Encouragement, Demonstration, Lecturing and Drawing, Update and Created new Syllabus’s.*

***Description:***

* Managed and maintained a positive safe learning environment for over 440 pupils ranging in ages from 18-40 years old with differentiated approaches for each age level resulting in a graduate rate of 99%.
* Consistently received positive teacher evaluations and constructive feedback from students and management.
* Educating students on proper use and search techniques on the web as well as internet safety and password/codes security.
* Teaching groups of 20-30 students to produce multimedia presentations for specific curriculum-based projects.
* Assigning daily curriculum, exercises, projects and tests for varying skill levels and key topics in modern technology.
* Assisted the head of Multimedia with general administration work and created the schools new web page carefully outlining all the programs offered including information on tuitions and fees.
* Update and Created new Syllabus’s for the multimedia department to adequately maintain with current trends.
* Graded tests and mid-term exams for the following Fields of Study and Software:

1. Multimedia; which included 3D Max, Photoshop, Dreamweaver, Flash, Sound Forge and Premier.
2. Music Business Management; which included Dreamweaver and Photoshop.
3. Video Post-production; which included 3D Max, Photoshop, and Premier.

**VOLUNTEER**

**Electronic Earth 2018 – Present**  
VP of Interactive Media and Animation.

**Hope4Help (International Charity) 2015**  
Volunteer Web Developer.

**International Women’s Day 1994-2005**  
Volunteer for banner design and event video production.

**CKLN 1995-1997**  
Radio Host. Also volunteered for fundraising drives.

**Young People's Theatre 1995-1997**  
General Help.

**McIntosh Photography, Toronto 1995**  
Volunteer/Internship in Photography.

**Bain Television, Toronto 1994**  
Volunteer/Internship in Broadcast Production.

**REFERENCES**

[Jesse Brito at 7C-Labs](https://1drv.ms/b/s!ApnBnEqWq6RfgXZ120RfXtvOTsiV)

[Catherine Larouche from i3-International](https://1drv.ms/b/s!ApnBnEqWq6RfglqvTmIUS3_CLK1-)

[Lina Dos Santos from Canadian Business Collage](https://1drv.ms/b/s!ApnBnEqWq6RfglyuJTmdXaPgVvUw)

[Austin D'sawza from Direct Energy](https://1drv.ms/b/s!ApnBnEqWq6Rfglni1ngqzUBk-cWN?e=ndD2X9)

[Dan Lawrence at Hoodoko](https://1drv.ms/b/s!ApnBnEqWq6RfgluELLTt0eQIm2jh)

[Simos Symeou at PrimeCom](https://1drv.ms/b/s!ApnBnEqWq6Rfgl6xsX4ZDNwh1Nmu)

[Stavros K. from Traders Trust Capital Markets](https://1drv.ms/b/s!ApnBnEqWq6Rfgl-s724l1XDnPdoT)

[Mike Park from Trebas Institute](https://1drv.ms/u/s!ApnBnEqWq6Rfgl0JWcBdUpeCGhOw)

**LINKS**

<https://www.mikeloucas.com>

<https://ca.linkedin.com/in/mikeloucas>

<https://www.behance.net/mikeloucas>

<https://www.youtube.com/user/ScottyFlansburg>[ONE DRIVE PDF PORTFOLIO](https://1drv.ms/b/s!ApnBnEqWq6RfhHWv8J16-q8COTEZ)