

# D i n o I g n a c i o

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## Creative Director/Motion Graphics Animator/Illustrator

Strong leader with great communication skills and solid work ethic. Innovative content developer with experience in print, web, video and film. Expert modeler, illustrator and character/motion graphics animator with strong design background. Professional and motivated artist with production initiative and follow-through. Knows how to get things moving and finished with quality and within deadline. Keen understanding of production pipeline and interdisciplinary relations.

## Education and Training

University of the Philippines College of Fine Arts 3 yrs Painting and Studio Arts (1994-1997)  
Academy of Art University BFA in Computer Arts 3d Modeling (1999-2004)

## Awards and Recognition

Webby award in the category Weird for site "Bert is Evil!" (1998)  
"Maritess Vs Superfriends" Best Short Film at SJU Cadre's Armed for the Blackout (2003)  
"Bad Thoughts" nominated best indie video MTV Asia (2003)  
"Bad Thoughts" winner best music video San Diego Asian Film Fest (2004)

## Areas of Expertise

Motion Graphic Design (After Effects/ Flash/ Maya)  
Illustration/Concept Development/Storyboards/Animatics (Maya, Illustrator, Pen)  
Animation Production (After Effects/ Flash/ Maya)  
3D modeling and rendering (Maya)

## Work Experience

**MYX/ABS-CBN Global** (2006-present) Creative Director/ Head of Imaging and Design  
Led creative team to build assets to launch Asian American Music Channel. Supervised creation of video assets for all the programs on the channel. Wrote and disseminated Creative Direction plan for the whole channel. Built relationships with independent filmmakers and musicians to foster channel growth. Directed music videos and seasonal campaigns for the channel. Worked closely with marketing department to concept and execute channel wide branding and marketing campaigns.  
[www.youtube.com/myxtv](http://www.youtube.com/myxtv) & [www.myx.tv](http://www.myx.tv)

**GAMESPOT/CNET** (2005-2006) Motion Graphics Producer  
Created motion graphics for all CNET entertainment properties: TV.com, GAMESPOT and MP3.com. Concepted and designed identity of GameSpot Live; the video game industry's first and leading live online programming.  
[www.gamespot.com](http://www.gamespot.com) & [www.tv.com](http://www.tv.com)

**Binary Soup** (1997 -1999) Creative Director  
Led a five person creative team in the development of numerous medium to large sized websites focusing on a variety of content areas such as entertainment, automotive, and lifestyle. Designed album packaging and campaigns for numerous bands.

**Fractal Cow Studio** (1996 - present) Independent Web Comedy Content Developer  
Created, produced, and maintained independent comedic online content for user engagement, entertainment, and mass consumption. Highlights include: "Bert is Evil!" website (1996-1998) [http://en.wikipedia.org/wiki/Bert\\_is\\_Evil](http://en.wikipedia.org/wiki/Bert_is_Evil), "Maritess vs. Superfriends" flash web animation (February - June 2002) [www.fractalcow.com/rex](http://www.fractalcow.com/rex) (viewed over 1.5+ million times), and "Bad Thoughts" 3D Animated music video for The Skyflakes band (February - August 2003). [www.dinoignacio.com/movies/movie\\_flakes.html](http://www.dinoignacio.com/movies/movie_flakes.html)

[references available upon request]