

Nathalie Lawhead

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Portfolio (Flash): alienmelon.com

Portfolio (Blog): nathalielawhead.com

Portfolio (Games): tetrageddon.com

Video and Motion: vimeo.com/alienmelon

PROFILE

Nathalie Lawhead is a multidisciplinary interactive developer specializing in creating cutting edge online presences. Her past work experience include branding and company identity creation, viral advertising, online and offline advertising, advanced animation, compositing, and editing, motion graphics, AI development, and a strong past in design and visual arts. Her technical achievements, contributions to the interactive community (for promoting recognition of women in the interactive field), and work is widely recognized. She is the co-author of New Master's of Flash Vol. 3 (the last book in the groundbreaking series which celebrates innovators in the interactive platform), and has been a judge at festivals such as FITC. Her work has been featured in prestigious festivals such as Flash Forward Film Festival, OFFF Barcelona / Post-Digital Creation Culture, and FILE Electronic Language International Festival. Her work is part of the curriculum for The Learning Federation (the education body in Australia and New Zealand), and has been studied at a number of universities, colleges, and schools. She has been developing online media for ten years.

VITAE

National Geographic World Music

The Jewish Museum in Frankfurt on the Main (Exhibition "Ausgerechnet Deutschland")

The Museum of Gorenjska in Kranj (Exhibition)

New Masters of Flash Vol. 3 (Apress/Friends of Ed)

Human? (to-be-released produced by Fontmonster, published by Booth-Clibborn)

Flash Forward Film Festival Finalist 2003 NYC

Flash Forward Film Festival Finalist 2006 Seattle

FlashGoddess Gallery Featured Artist

GetUnderground Featured Artist

FILE - Electronic Language International Festival, Brazil

FILE Rio 2006

Net Diver Powagirr!! And Flashware

OFFF 2003 Digital Festival Barcelona (Documentary Finalist)

Bitfilm Festival Hamburg Germany

Net-View (German TV feature)

Wellvetted Featured Artist

Rhizome

Friends of Ed Featured Site

Cinema Paradise Film Festival Honolulu

FlashTV Feature (Trailer, Drama, and Music Video)

London based Central Saint Martins College of Art and Design

North Allegheny School District (Art Department / Computer Multimedia Arts)

University of Hertfordshire (Faculty of Engineering and Information Sciences)

Universitat De Barcelona (Laboratori De Mitijans Interactius)

Cartermedia (Art department) - from the DePaul University's School of Computer Science

Gymnasium Grootmoor Fachschaft Kunst - Netzkunstprojekte

The Learning Federation (education bodies in Australia and New Zealand, managed by the Curriculum Corporation)

SKILLS

Adobe Flash Platform / Flash / Flex / Actionscript / ALICE and AIML / Audio Authoring and Editing / Interactive Design and Development / Branding and Brand Establishment / Viral Advertising / Company and Product Identity / Print Design / Advance Animation / Compositing / Editing / Rotoscoping / Character Design / Motion Graphics / UI Design / Interface Design / Classic Art / Sculpting / Type / Photography / Authoring / Writing / Copywriting / Font Creation

WORK

Disney Channel – Special Agent Oso (Game)

Facial animation for Special Agent Oso.

Disney Channel – Phineas and Ferb Character Animation

Character animation and illustration for Phineas and Ferb.

Disney Channel – Da Llama Dilemma (Game for The Emperor's New School)

Creating intro animation and character animation for web-based Flash game for The Emperor's New School, Da Llama Dilemma.

Disney Channel – Hannah Montana Rock The Stage

Creating game for UK audiences promoting new season of Hannah Montana. Involved in UI design, FX coding and UI coding, animations, transitions, illustration and design.

Disney Channel – Princess Jewel Match

UI design, and created animations, transitions, UI and FX coding, and game engine customization.

Disney Channel – Tink's Lost Treasure Game

home.disney.com.sg/games/titles/tink_losttreasure.html

Incorporated game art and created UI, animations, transitions, as well as UI and FX coding, and game engine customization.

Disney Channel – DC Games Animations

www2.disney.co.uk/DisneyChannel/supersites/games/games/babyfaceoff/index.html

Animations for Disney Channel DC Games "Win" sequences for all possible combinations of contestants.

Disney Channel – JONAS Brothers

Site Design and drafting for dynamic music video creator, focussed on user generated content, and the ability of users to email their creation to friends.

Disney XD – The Ultimate Iron Weasel Destination "I'm In The Band"

disney.go.com/disneyxd/#/disneyxd/shows/imintheband/

Animation, and Flash-design implementation for TV show's band website featuring capability to meet the band members, preview music, download goodies, and more...

Essay Recordings – Rotfront

youtube.com/watch?v=9NHHiFtuEI

Created music video "Sovietoblaster" for popular European group Rotfront.

It became largely popular due to it's iconic nature, and received a number of features and press including; National Geographic World Music and was put on exhibition in The Jewish Museum in Frankfurt on the Main.

The video merges the nostalgic imagery from the Communist/Socialist era of the east, with the post-communist mentality that is now prevalent in that region, and mixes it with the visual trends and styles that define today's popular culture, along with the same humor-inspired spirit that drives the internet.

Interdimensional Games
interdimensionalgames.com
projectb6.com

Creating and establishing web presence and early fanbase / consumer base for game company. Worked closely with their very creative and multidisciplinary team to quickly introduce their IP as an ARG. Involved in the evolution of the story, and technical as well as creative direction. Project included hands-on work, like setting up and customizing company blog and forums, as well as creating an immersive Flash experience utilizing viral tools (such as RSS feeds) to keep users up-to-date with latest developments. Creation of the Flash site included extensive audio work, art, code, animation, motion-graphics, ect.

Smoking Gun Interactive
arg.exoriare.com

Management Consultant for small video game company in Vancouver. Driving force behind creating ARG intended on promoting IP. Project included hands-on involvement in taking on a number of roles including managing the direction technically and creatively to effectively and efficiently utilize the web platform. This ranged from creating the story arc/plot, game design and general design and vision, story-boarding, art direction, technical direction, and hands on work like UI design, code, animation, asset creation, sound, and Flash.

Lokizimo NYC
lokizimoclothing.com

Flash for New York City fashion label Lokizimo Clothing.

Orange Label Art + Advertising
orangelabeladvertising.com

Development, design, animation, online marketing, and Flash services for Newport Beach advertising firm Orange Label Advertising.

Fuse Interactive - Laguna Beach, CA
gofuse.com

Game engine development and architecting for a number of games.

The Usual Monkeys
usualmonkeys.net

Provided services ranging from animation, illustration, code, UI Design, and Flash for a number of projects.

Brand Affinity Technologies
brandaffinity.net

Various development, animation, design, and marketing services (Flash based) for Brand Affinity Technologies.

Boingo
boingo.com

Online and offline promotional material for Boingo Wi-Fi. Included motion graphics, branding, illustration, animation, and design work for various websites and terminals.

Tetrageddon
www.tetrageddon.com

Created casual games developed using Adobe Flash technology. Involvement included creating Flash website as well as content (games), including graphics & game sprites, animating, storyboarding, compositing, audio development, and ActionScript programming for various game engines. Later involvement included creating collectible cards for promotional purposes. Games on the site became very popular and a few were featured on sites like Jay Is Games.

DrinkMe(r) GmbH**www.drinkme.at**

Elaborate online Flash presentation, and brand realization for Austria Based Energy Drink; DrinkMe. Created and introduced new brand that appeals to web-driven culture and tie in with the clients "Alice in Wonderland" vision. Project included exploring and executing new marketing strategies to virally introduce and establish product in highly competitive market. Also included consulting client as to direction of company, copywriting, print design for magazines, newspapers, fliers, and product brochures, and other promotional material such as a month long TV ad campaign. Created front end UI design and Flash development for DrinkMe online shop. Designed custom graphics and UI elements. Created product and merchandise photography. Managed set-up and development of solution. Consulting client as to online marketing strategies.

Larry Lawhead**www.larrylawhead.com**

Creative/Talent branding. Site powered by customized open source CMS solution using HTML CSS templates and Flash menus aggregating dynamic content. Other aspects included business card design.

Nathalie Lawhead**www.nathalielawhead.com**

Personal showcase and online presence featuring Flash-AIML powered chatterbot, newsfeed content aggregator, and custom built dynamic Flash powered UI components.

Alien Invasion**www.human.alienmelon.com**

Music video and animated vector feature created as contribution to Booth-Clibborn/Fontmonster's Human? book project. Project included creating an illustrated two page spread of contribution and five-of-spades playing-card design.

Volaric : Online Art and Exhibition**www.volaric.com**

Flash based web-museum showcasing welded sculptures. Tedious attention paid to detail. Created special effects using dynamic/scripted soundtrack unfolding as the user navigates the site. Project also required taking detailed close-up photographs of the client's sculptures, client welding, and portrait shots of the client.

The Glory of Carniola**www.carniola.org**

Handled site design, graphics creation and Flash animation. Oversaw/managed migration of original site to customized CMS to suit the client's needs and habits.

Jazz Kamp Kranj**jazzkamp.com**

Architected and developed back-end of jazzkamp.com. Programmed custom media components to stream video using Adobe Flash. The site takes the form of a rich interactive flyer, presenting live performances and interviews of notable European jazz legends that preformed at the city of Kranj's yearly jazz festival.

Haiku Forge**haikuforge.com**

Animated interactive Haiku and Haiga Flash presentation featuring programmatically run dynamic audio that plays upon user's interaction with the site. Every aspect ranging from animation to the projects general functionality centers on user interaction and loads randomly creating an un-repetitive experience for each visitor.

Teden Mladih**alienmelon.com/animations/MladostSpot_1_splet.html**

Music video, animated vector feature for City of Kranj's Youth Center to serve as a 30 second promotion for Television and the web. Due to its viral nature the spot gained a large amount of international attention over the web.

Macromedia Into
www.adobe.com/into

Animated Flash presentation to serve as a showcase item in Macromedia's Micro site; Into.

Blue Suburbia
www.bluesuburbia.com

Interactive art, fiction and narrative. Two time nominee at the Flash Forward Film Festival, and numerous other awards/exhibitions. Appears in the curriculum of several universities specializing in multimedia. Complex back-end architected to create an immersive, random, and unique environment for each visitor. Heavy use of complex animation coupled with an intelligent back-end generating a seemingly limitless interactive space. Pioneering work in area of interactive art/poetry/narrative.

Disney Channel, JETIX Food Pyramid Minisite

Interface design, intro animation, and back-end coding for the JETIX Food Pyramid site. The goal was to create an immersive game-like environment for visitors in order to encourage them to explore the food pyramid.

Disney Channel, Disney Playhouse Valentines Day Minisite

<http://atv.disney.go.com/playhouse/valentines/>

Interface design and Actionscripting for Disney's valentines day site promoting Friendship Week. Website was to act like an animated photoshop collage featuring various Disney characters.

Vital Media: VitalBMX, VitalMX, and VitalSKATE

vitalbmx.com

vitalmx.com

vitalskate.com

Frame-by-frame animation and motion graphics for Video player component.