

WILLIAM COLIN FREEMAN
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PROFILE

An award winning technical art director working in the fields of Digital Media, Gaming, Artificial Intelligence and Virtual Reality. I have over twenty years of experience creating media, animation and programming for user centered interactive digital media and games. I have a broad range of skills including but not limited to cinematography, 3d modeling, character creation and animation, world building, graphic design, illustration, programming, web design, AI model training and fine tuning.

Over the course of my career I have worked with many large clients including Walt Disney Company, Sesame Street, IBM, Verizon, the Olympics, the Smithsonian Museum, the Vatican, the Egyptian Museum in Cairo, Sothebys Real Estate, the New York Stock Exchange and many other corporations. Within the last 3 years my work has won webXR game of the year two years in a row and Webbys people's choice award for narrative game of the year.

EDUCATION

University of Tennessee Knoxville, Knoxville, TN
BFA with honors in Graphic Design and Illustration **1991**
Areas of Concentration:
Graphic Design, Computer Animation

Georgia Institute of Technology, Atlanta, GA
MS with honors in Digital Media **2015**
Areas of concentration:
Digital Narrative, Virtual and Augmented Reality, Cinematography and Artificial Intelligence

WORK EXPERIENCE

Paradowski Creative
Director of Technical Art
Dec 2020 - Present

Lead a team of 3D artists in the creation of award winning games and digital media applications across numerous mediums including Virtual and Augmented reality, websites, mobile applications, Roblox, Unity, and other game development platforms. Lead character artist and animator, model and optimize 3D ranging from concept art to finished world building across multiple platforms including WebXR, Roblox, Unity, Unreal Engine and Godot. In addition to my 3D lead role I am also responsible for creating art pipelines that leverage AI technologies for a variety of accelerated art concepting applications. Client projects I worked on include Verizon, Sesame Street, Purina, Enterprise Holdings, St. Louis Zoo. Created several award winning games including <https://aboveparadowski.com/> and <https://esc.art/> which were

featured by Meta in their VR browser and both won WebXR game of the year. The “Escape Artist” won a people’s choice WEBBY for best narrative game as well. My latest metaverse project is [“Purina Arena”](#) a pet racing game we created on Roblox for Purina.

Georgia Institute of Technology, Atlanta, GA
Graduate Research Assistant
Jan 2014 - Dec 2020

Taught ‘Constructing the moving image’ and ‘Principles of Visual Design’ to undergraduates in computational media. Responsible for designing the syllabus and course structure. In addition to teaching the class I created online video tutorials to facilitate the students learning complex applications used for game development and computer graphics. I co-taught a cross disciplinary Capstone design studio within the Architecture and Design school. The class involved teams from both computational media and Architecture. I was responsible for teaching the digital media aspects of the class as well as overseeing each team in the development of their final projects. In addition to these classes I mentor and lead teams of students in research projects associated with the Vertically Integrated Program classes taught in the Augmented Environments Lab.

IBM, Atlanta, GA
Rich Media Solution Architect
Jan 1997 – Dec 2014

Created solution architectures and developed front-end multimedia applications for various clients. The range of projects I was fully responsible for included cloud based GPU-accelerated super- computing applications, multi-lingual kiosks, online massively multiplayer 3d games, rich internet applications, online virtual world simulations for training and gaming, 3d animations, and many other digital media installations.

PUBLICATIONS, PRESENTATIONS and PATENTS

“Interactive Narrative Generation Using Location and Genre Specific Context” **Nov 2019**

Paper describing the use of Machine Learning to create narrative with context to Location. Published in ICIDS 2019 proceedings.

“Cinema and the Grid: Composition as a tool for studying cinematography” **Oct 2019**

Panel presentation on machine learning and aesthetics for ECREA Research Methods in film studies conference

“Field level database encryption using a transient key” **2016**

Patent issuer and number us 9251355 - A method for creating single node data encryption per user using transient keys.

“Data encryption at the client and server level” **2016**

Patent issuer and number us 9350714 - A method for data encryption on both sides of the client server data exchange.

“Self-Adapting Virtual Small Keyboard Apparatus and Method” **2013**

Patent issuer and number us 8456425 – A method to create a virtual self-adapting keyboard for small devices.

“Method for modeling and animating object trajectories in three-dimensional space” **2013**

Patent issuer and number us 8405661 – A method for creating and modeling 3d Trajectories based on limited data sets.

“Representing a moving object in a three dimensional coordinate system” **2014**

Patent application US 20140125662 A1 - A method for representing a moving object as it moves along a path in a three-dimensional coordinate system.

“Creating Striking Graphics with Maya and Photoshop”

Chapter 9: Recreating Egyptian Antiquities – A chapter describing one of my projects for IBM and the Egyptian Museum in Cairo

RELATED SKILLS

Autodesk Maya	■■■■■	3d modeling	■■■■■
Blender	■■■■■	Virtual Reality	■■■■■
Pixologic Zbrush	■■■■■	Augmented Reality	■■■■■
Adobe Photoshop	■■■■■	Metaverse World Building	■■■■■
Adobe After Effects	■■■■■	HTML5/JavaScript	■■■■■
Adobe Substance Tools	■■■■■	Machine Learning	■■■■■
Unity Game Engine	■■■■■	Project management	■■■■■
Graphic Design	■■■■■	Solution Architecture	■■■■■
Web Development	■■■■■		