



**ANDREA
HERRERA**

**CONCEPT
DEVELOPMENT**

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EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD): Savannah, GA

NOV 2017

Bachelor of Fine Arts in Animation (Cum Laude & Dean's List of Honors)

MINOR IN STORYBOARDING | Short Story Writing, Principles of Screen Design, Drawing for Storyboarding,

Advanced Storyboarding, Character Design for Animation & Storyboarding

COURSES OF STUDY | Creative Writing, Art History, Life Drawing, Principles of Animation (2D & 3D), Staging and Composition,

Rendering, Screen Design, Animation Production and Postproduction (Short Film), Basic Game Design

TRIDENT TECHNICAL COLLEGE (TTC): North Charleston, SC

AUG 2014

Associate in Applied Science (Magna Cum Laude & Dean's List)

Commercial Graphics - Animation

COURSES OF STUDY | 3D Modeling, 3D Dynamics Systems, Vector Art, Graphic Design, Logo Design, Motion Graphics, Vector Art,

Drawing Foundations, Film Studies, Video Editing, Image Editing, Adobe CS6 Collection/Creative Cloud

SOFTWARE (Windows and MAC OS Experience)

Adobe Illustrator | 10+ Years

Adobe In Design | 4 Years

Toonboom Harmony | 3 Years

Adobe Photoshop | 10+ Years

Adobe Audition | 4 Year

Toonboom Storyboard Pro | 3 Years

Adobe After Effects | 10+ Years

Autodesk Maya | 4 Years

Clip Studio Paint | 4 Years

Adobe Premiere Pro | 8 Years

Autodesk 3DS Max | 3 Years

Microsoft Office (Word, PowerPoint, Excel) | 15+ Years

EMPLOYMENT | PROJECTS

Graphic Designer at WCBD-TV News 2: Mt. Pleasant, SC

AUG 2021 - CURRENT

Responsible for creating and rendering static and animated graphics for news broadcasts, web banners, and promotional materials: coordinating closely alongside sales department, and news directors and producers for newscasts.

Adjunct Instructor at Trident Technical College (TTC): North Charleston, SC

SPRING/FALL 2019 : FALL 2020

Developing, organizing, and teaching a Motion Graphics course with a focus on learning AfterEffects tools and basic to intermediate motion design: 7 Week Contracts : In-Person and Online Teaching Experience

"S'agapo" Short Film | Script by Samantha Miniard

MAR 2020 - JUNE 2020

First Pass Storyboards

"Ritual" Video Game | Project led by Julie McNamara and Edward Oliver

NOV 2019 - JAN 2020

Creature Concepts and Designs

2020 Coca-Cola Refreshing Films - "Let Loose" | Directed by Elina Itugot and Henry Zhinin

NOV 2019 - DEC 2019

Early Storyboards

"Bombshell" Short Film | Directed by Maggie Kissor

JUNE 2019 - SEPT 2019

2D Layouts and Backgrounds

"Equal Ground" Short Film | Directed by Chynna Giani

APRIL 2018 - MAY 2018

2D Layouts and Props

"The Deserter" Short Film

OCT 2016 - OCT 2017

Director, Animator, Layouts, Storyboards, Writer, Sound Design

ADDITIONAL SKILLS

Leadership & Team Building

- Weekly Meetings with Peers
- Collaborative Problem Solving
- Character and Skill Development
- Task-Driven Time Management
- Data Management and Organization

Communications

- Bilingual: English and Spanish
- Educational Lectures
- Oral and Visual Storytelling
- Special Needs Communication Experience

Foundational Art Practice

- Traditional Sketching
- Character and Creature Design
- Digital Illustration
- Conceptualization
- Musicianship Experience

News & TV

- Trained in Ross xPression, Chyron Lyric and Prime
- Graphic Design for Sales and News
- Digital and Print Media Expert
- Fast Turnaround and Response Times

REFERENCES

JAMES SIDLETSKY - LINKEDIN.COM/IN/JSIDLETSKY | JMSIDLETSKY@GMAIL.COM | 843-509-0891

RANDY GRIMES - LINKEDIN.COM/IN/RANDY-GRIMES-MA-97419110 | RANDY.GRIMES@TRIDENTTECH.COM | 843-574-6739

KATRENA CALLAHAN - LINKEDIN.COM/IN/KATRENA-CALLAHAN-2BBA4B90 | KCALLAHAN@WCBD.COM

MORE REFERENCES AVAILABLE UPON REQUEST