

## Objective

A high performing, team-player in art direction, web design, and award winning computer animation, I am seeking a challenging full time opportunity to direct projects where my advanced skills, education, and 15+ years of professional experience can be fully utilized.

## Summary of Qualifications

- Art Direction
- Product Design
- Integrated Brand Design
- UI/UX Design
- Storyboarding
- WordPress Design/Development
- Responsive Web Design
- Information Graphics/Animation
- Social Media Design
- Multimedia Storytelling
- Graphic Design | Illustration
- Animation | Motion Graphics
- Ecommerce Experience
- eLearning Educational Design
- Animatics
- User Research
- Usability Testing
- User Stories / Journeys / Flows
- Interviews and Surveys
- Sketch | Wireframes
- Interactive Prototyping
- Low/High Fidelity Mockups
- Style Guides
- Mood Boards

## Education

- **CALIFORNIA INSTITUTE OF THE ARTS** **M.F.A.**  
Experimental Animation, Graduate Film School, Valencia, CA
- **SAN FRANCISCO ART INSTITUTE**  
1/3 of M.F.A. work in Graduate Video, Computer Art, Performance Art
- **POMONA COLLEGE** **B.F.A.**  
Art Major, Claremont Colleges, Claremont, CA

## Computer & Technology Skills

- Adobe Creative Suite
- Sketch | Zeplin
- Adobe Experience Design
- Adobe Photoshop
- Adobe Illustrator
- After Effects / Cinema 4D
- Premiere Pro
- Adobe Animate
- Flash | ActionScript3
- Responsive Design
- Google Analytics | SEO
- Adobe Dreamweaver
- Principle
- InVision
- Framer
- Keynote | PowerPoint
- Google Slides
- Adobe Captivate
- Docebo LMS
- Google Web Designer
- WordPress | PHP
- HTML, CSS & JavaScript
- HTML5 Canvas
- Slack | Trello | Basecamp



## Nicole Tostevin

### Contact

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### Online Portfolio

[www.redheadart.com](http://www.redheadart.com)

## Work Experience

### **Tostevin Design (Freelance) 2009 – Present, SF Bay Area**

**Art Director | Senior UI/UX Designer | Graphic Designer | Motion Designer | Animator | Brand/Identity | eLearning/mLearning UI designer**

Clients: (Partial list) Burning Man | Paradoxes Inc | The Novato Theater | Brick Path Guest Suites | Jayli Dance Medicine | Center for Student Credit Card Education | Fleurville | Carlamorton.com  
Houghton Mifflin Harcourt | Spirit Rock Meditation Center | Stone Cottage Circles | Visionweaving.com  
BrandHabit | Feminine-Rising | Friends of Environmental Education | XEO Design Inc | Cosmopolitan

- Directed creative and digital marketing strategies for marketing campaigns, websites, social media, online advertising, custom design and coded responsive email newsletter campaigns
- Sourced, partnered and directed contractors and provided account management
- Developed and designed brand identity look & feel, including comprehensive and impeccable typography, iconography and color design
- Lead in product definition and design, content creation, marketing, and light copywriting
- Produced holistic design systems and maintained product development lifecycle
- Designed client print materials, brochures, stationery, signage, packaging, and infographics
- Created and fostered excellent working relationships with clients and integrated teams
- Identified solutions, created workflows, prototyped interactions, and built interactive designs

### **Burning Man (Contract)**

**09/2017 – 02/2018, San Francisco**

**UI Designer | eLearning LMS Designer**

- Designed self paced eLearning UI templates for the Burning Man Cultural Studies eLearning LMS Course to educate ambassadors and senior staff about Burning Man. Web, iOS and Android

### **Paradoxes, Inc. (Contract)**

**04/2017 – 10/2017, Remote**

**UI/UX Designer | WordPress Developer | Logo Design | Digital Brochure**

- Designed and developed the ParadoxesInc.com responsive website and logo redesign. Participated in UX testing and implementation. Designed the downloadable PDF brochure

### **Boston.com SCHEDit Social Calendar Applications**

**04/2011 – 03/2012, Remote**

**Art Director | Product Designer | UI Designer | Motion Graphics**

- Designed the SCHEDit online social web calendar application, Boston.com social calendar widgets, explainer video, wireframes, design comps, onboarding flows, high fidelity prototypes

### **Houghton Mifflin Harcourt**

**Flash Animator for Educational Web Application**

**04/2009–02/2011, Remote**

- Designed interactive animated educational lessons and UI prototypes in Flash.

### **USC School of Cinematic Arts**

**08/2009 – 01/2010, Los Angeles**

**Computer Animation Adjunct Professor**

- Taught “Computer Animation for Film” Class to college Jr. animation majors. Storyboarding. Animatics.

### **BrandHabit.com**

**11/2005 – 05/2009, Marin**

**Art Director | Product Designer | UI Designer | Motion Designer | Brand Designer**

- Art directed and designed for the largest online website application and database of national brick and mortar retailers and designer listings. Flash animation. High fidelity prototypes

## Work Experience cont.

**MPM Online Digital Agency** 05/2000 – 01/2005, SF Bay Area  
**Art Director | Product Designer | UI/UX | Web Designer | Brand Identity**

- Art Directed cross-functional teams and clients to in both B2B and consumer-facing segments, including web, app, email, banner animations, and presentation graphics
- Clients: Telseon, Openwave, Homestead.com, Santa Clara University, Questa, and Oracle

**Brøderbund Software | The Learning Company | Smoking Car Productions**  
**Art Director | UI Designer | Lead Character Designer | Animator** 07/1998 – 08/1991, Novato, CA

- Art Directed the landmark multi-million dollar video AAA game, *The Last Express* for PC, Mac, PSX.
- Co-designed the patented Digital Rotoscoping process. Directed a team of 19 animators
- *Prince of Persia 2 | Language Learning Software | Where in the World is Carmen Sandiego*
- *War Breeds*, Red Orb Entertainment

## Animation/Filmography

- **LOVE AFFAIR WITH THE BRAIN** Feature Film Motion Graphics 2016
  - **TALL TALES** Short Film Motion Graphics 2015
  - **OCCUPY THE FARM** Feature Documentary Motion Graphics 2014
  - **SPLIT** Feature Documentary 2D Character Animation 2013
  - **SCHEDit** Motion Graphics for Product Explainer Video 2011
  - **WALKER: Dispatches from Nicaragua** Motion Graphics 2008
  - **BEYOND CONCEPTION** Feature 2D Character Animation 2006
  - **UNDER THE COVERS** Feature Motion Graphics 1999
  - **ROCK IS** Motion Graphics, Rock & Roll Hall of Fame Museum 1998
  - **THE LAST EXPRESS** Computer Adventure Game, 2D Animation 1996
  - **PRINCE OF PERSIA 2** 2D Computer Animation Game 1993
  - **SUSPENDED ABBEY** Director | Animator, 16mm Computer Film 1991
- Winner of 20 Awards | Screened in 35 film festivals and in 10 countries  
 Premiered at The Sundance Film Festival. Nominated for a Student Academy Award

## Presentations | Publications | Grants | Awards

- *Story was of First Importance*, Interview on 25fps.com, 2012
- *American Film Institute Film Retrospective*. AFI/Mars Showcase New York, Silver Spring, MD, 2004
- *High Score – The Illustrated History of Electronic Games* book, 2004
- Film Arts Foundation Grant Panel Juror, San Francisco, CA 1997
- *Computer Game Developers Conference*, Guest Speaker, 1996
- *Architecture on Screen* Book published by Saint John The Divine, N.Y. 1995
- *National Endowment For The Arts*, Western States Panel Juror, 1993
- *Golden Eagle Award*, (CINE) Council on Int'l Non-theatrical Events, 1993
- Oberhausen Int'l Film Festival Panel, Guest Filmmaker presentation, Germany 1992
- *National Endowment For The Arts, Western States Grant Award* Recipient, 1993
- *Blum/Kovler Foundation Grant | Coe Film Grant*, 1991
- *Bank of America Award for Fine Arts*