

# nicholasHorsford

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## Personal Summary

I am a diligent, reliable, creative, organized and ambitious individual who is willing to work hard and would like to work for a successful organization that rewards achievement and offers great opportunities for career development.

I have 11 years experience, working within the advertising, television and film industry. I have excellent communication and listening skills, which explains my client centred approach to my work. I have proven myself to work under immense pressure and to meet tight deadlines, while offering creative and practical solutions to various high profile clients in the industry.

I work well in a team with others and can take and give instruction but I also work well independently. I am highly proficient in Adobe After Effects, the Adobe Suite and Maxon Cinema 4D and have managed to produce technically efficient work using time saving techniques to meet client's expectations.

# Personal Particulars

## Personal Attributes

Leadership skills and willingness to take the initiative.  
Passionate, inspired and innovative.  
Ability to operate effectively with a high level of autonomy.  
Able to keep calm and work in high stress environment with tight deadlines.  
Reliable and able to work and communicate effectively in a team.  
Able to adapt to any circumstance.  
Loyal, determined and ambitious.  
Intellectual curiosity.

## Key Transferable Skills

Creative problem solver and conceptual thinking skills.  
A strategic approach to lateral thinking.  
Strong logical and reasoning ability.  
Good customer service skills and a client centred approach.  
Excellent IT skills.  
A good understanding of calculus, statistics, regression analysis and algebra.  
Good common sense in solving problems and making decisions.  
Ability to handle multiple tasks simultaneously with good time management.  
Ability to work in a time sensitive, market driven environment.  
Ability to interpret client requirements in a practical manner and communicate effectively.

## Computer Skills

Adobe After Effects  
Autodesk Maya  
Maxon Cinema 4D  
Adobe Photoshop  
Adobe Animate/Flash (Actionscript 3)  
Adobe Illustrator  
Adobe Premiere  
Adobe Dreamweaver  
Adobe Muse  
Adobe Edge Animate  
Adobe InDesign  
Javascript, HTML 5, CSS and basic coding  
Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint  
Eviews

# Career History and Key Achievements

## **Senior Motion Graphics Designer**

Ministry of Illusion/MOI Content

Online After Effects Operator/Senior Motion Graphic Designer/Animator

August 2010 – 22 April 2016

Ministry of Illusion contacted me in 2010 in the hope of improving the capabilities of their motion graphics team. After working effectively in a team, in 2013, I was promoted to work directly with clients in an Adobe After Effects Online Suite while still retaining some of my duties working with a team. Ministry of Illusion changed their name to MOI content in 2015. My duties and key achievements included:

- Running an Adobe After Effects suite for online purposes, communicating directly with clients.
- Creating highly technical content for projection and live events.
- Reduced render time by 66% through effective file management.
- Working and collaborating well with a team of artists, both in a supporting role and taking the lead, in the creation of content.
- Creating content from Concept and Storyboard to execution and delivery.
- Played a key role in executing pitch work to attract new business.
- Use of time saving methods such as expressions in Adobe After Effects in the creation of content so as to meet tight deadlines easier.
- Effectively using Adobe After Effects plug-ins so as to avoid unnecessary expensive render time from 3D software.

## **Motion Graphics Designer**

FliC Design

Motion Graphic Designer/Animator/3D/Client Liaison/Various Production Tasks

March 2007 – July 2010

FliC was a small production house started by Greg Meek and I was the first employee at the business. FliC has gone on to be a successful business nine years later and I am proud to have been involved in it when it was a start-up. My duties and key achievements here included:

- Managing and training junior staff members.
- Production tasks and liaising with clients.
- Modelling, texturing, rigging, lighting and animating elements in Autodesk Maya 3D.
- Compositing for content in Adobe After Effects and Visual Effects supervision for commercials.
- Photography of elements for use in commercials.
- Broadcast design.

## **Junior Motion Graphics Designer**

Refinery Post Production Facility

Junior Motion Graphic Designer/Animator

January 2005 – February 2007

The Refinery Post Production Facility is one of the largest Post Production houses in South Africa. My duties and key achievements here included:

- Support for the Creative Director in the creation of elements.
- Support for the Flame Operator in creating logos, titles and mattes.
- Quality control of content and outputting various formats required.
- Effectively researched latest technology and creative developments.
- Logo Design to be used in broadcast.
- Creation of educational content using Adobe After Effects.

**Graphic Designer**

Rosetta Stone Printers  
Graphic Design  
December 2003

**Assistant to Pharmacist**

Nevada Pharmacy  
April 2001 – February 2005

**Assistant to Pharmacist**

Union Hospital Pharmacy  
Assistant to Pharmacist  
May 2000 – November 2001

# Education & Experience

## Education History

**Bachelor of Arts in Human Sciences: Philosophy, Politics, Economics (Cum Laude)**

UNISA  
Majors Economics, Philosophy  
2009 – 2014

**B:Tech Degree in Multimedia (Cum Laude)**

Vaal University of Technology  
Honours Award  
Best Academic student in Multimedia  
2004

**National Diploma in Graphic Design**

Vaal University of Technology  
Best Academic student in 3rd year  
2001 – 2003

**Preliminary Art Certificate**

5th Dimension School of Visual Arts  
2000

**Brackenhigh School**

English, Afrikaans, Maths, Science, Biology, Geography  
1995 – 1999

## Current Education

**Bachelor of Commerce Honours: Economics**

UNISA  
2015 – Date  
Expected completion in 2017