

**Robert Thomas Torres** • P.O. Box 51, Midland Park, NJ 07432 • 201.857.4480 (H) • 201.857.3912 (O) • 201.213.8615 (C)

[robtorres@att.net](mailto:robtorres@att.net), [rtorres@ablemediagroup.com](mailto:rtorres@ablemediagroup.com) portfolio: <http://www.ablemediagroup.com>

An award-winning interactive multimedia and print media professional with over 22 years experience in digital graphic arts (14 years in multimedia) and more than 75 interactive CD/DVD, touch-screen kiosk, and website projects completed to date. Well-rounded interactive and multimedia designer with skills in Flash, Director, Lingo, video editing and compression, motion graphics/compositing with After Effects, audio editing, and Creative Suite software. Intermediate developer skills with Actionscript 2/3 and liaison to backend technology. Supervisory skills in digital graphic arts. Experienced in both team and solo roles. Solid print and prepress background.

## Professional Experience

03/08 - Present **The Creative Group** ([www.creativegroup.com](http://www.creativegroup.com)), Metro NY/NJ. **Interactive Designer and Digital Creative.**

- Present

- NJ. Provide animated web banner and various graphic assets for 16 international e-commerce websites of promotional products manufacturer. Utilized iCongo CMS to execute web maintenance. Utilized Adobe Creative/Web suites, Flash, and JQuery/CSS.
- NYC. Using automated variable data for digital printing and e-mail blasts, perform technologist and prepress duties for Disney campaigns.
- NYC. Using After Effects, edited two one-minute Sports Illustrated TV commercials; for Yankees World Series 2009 win (and an alternative version if Phillies had won).
- NYC. Using Flash, created two interactions (English and Arabic) for November 2009 school curriculum presentation for Ministry of Education, Qatar, Middle East.
- NYC. Using Flash, designed over three dozen (36-40) web banner designs in various sizes using tween-less animation in Actionscript 2.)
- NJ. Using Flash and Dreamweaver, edited web-based Flash streaming video portal for major global hotel chain. <http://app.rci.com/landing/RCITV/>
- NJ. Using CS4 Production Premium Suite (Premiere, Flash, After Effects, Soundbooth), created 10 minute video CD-ROM and trade show loop for the Bureau of Federal Prisons, Federal Prison Industries Solar Panel fabrications.
- NJ. Using After Effects, contribute to team effort to producing screens for Lilly Symbyax® pharmaceutical presentation.
- NJ. Using Flash, Fireworks and Dreamweaver, designed interaction serving as virtual tour of 12 kiosk station trade show display for major global hotel trade show conference in Orlando, Florida. This interaction won a 2009 Platinum Marcom Award for Micro Site. Project repeated anew for 2010, Las Vegas venue.  
<http://app.rci.com/landing/ARDA/>  
<http://www.marcomawards.com/index.php>      <http://www.marcomawards.com/list.php?a=G>
- NJ. Using Flash, Illustrator and Photoshop, converted from PowerPoint slides to create 6 pharmaceutical sales training interactions for half-dozen Shering-Plough drugs including Foradil®, and Asmanex.
- NJ. Using Adobe Captivate, created a dozen online web video tutorials on filling out complex, dynamic, Acrobat PDF online insurance forms for utility company and nuclear power plant insurer.
- NJ. Using Flash, Illustrator and Photoshop, edit over 80 Flash pharmaceutical interactions as part Flash departments at 2 interactive pharmaceutical advertising agencies in Parsippany, NJ. I performed both Flash designer and animator roles using basic and intermediate Actionscript 2 as well as traditional timeline-based animation.

12/04 - Present **Independent Contractor – motion graphics, interactive and print design**

- NJ. Utilizing Adobe Creative Suite CS3, designed and produced 64 page journal, invitations, posters for Puerto Rican Bar Association, 53<sup>rd</sup> Anniversary Gala Event, Hilton Hotel, NYC, May 2010. Updated PRBA website with Dreamweaver and Fireworks to mirror event promotion. Previous years 2008-9 done as well.
- Designed, developed, or assumed maintenance of over 24 websites since 2004, utilizing Adobe Web Suite; Dreamweaver, Flash, & Fireworks. <http://www.ablemediagroup.com/webdesign.html>
- Design monthly/multiple week 'infoblast' called "Frequent Facts Spotlight" for The Frequency Inc. This interactive email blast provides weekly stats and mp3 downloads for Program Directors of FM station conglomerate RADIO ONE, Inc., including custom deliverables for record labels such as Atlantic Records and Columbia Records.
- Lead designer for the print version of the industry newsletter (magazine) *The Frequency* in 2006 through mid-2008. Utilized Adobe CS3 suite: InDesign, Photoshop and Illustrator. Convert monthly issue into 3D Issue for web deployment (Flash-generated 'page-flip' solution).
- Designed product catalogues in Adobe InDesign and Quark Xpress for Apple Corrugated Box, Moonachie, NJ, and Central Industrial Supply, Englewood, NJ. Designed high-end real estate brochures for Classic Realty Group, Wyckoff, NJ.

- Performed preflight and prepress file preparation for print brokerage Countrywide Printing Company, Caldwell, NJ., utilizing Quark Xpress, Adobe InDesign, Photoshop, Illustrator, Acrobat Pro and Distiller.
- Authored two interactive CD-ROMs with Adobe Director and Flash for client Image Systems of New York for corporate fitness management firm Plus One and insurer Praetorian Financial Group. Created, composited and edited several digital video pieces for Image Systems of New York clients NBC/Nissan (2 minute 'sizzle reel' highlighting the use of Nissan vehicles in NBC television series "Heroes"), Elizabeth Arden fragrances, La Prairie cosmetics, and the Wyndham Hotels "Visit London" 2008 campaign. I utilized Adobe After Effects as primary software too, and performed streaming video, audio and other compression methods using Media Cleaner, QuickTime, Bias Peak and other utilities.
- Produced 30 sec broadcast commercial (CableVision) & 5 minute video DVD for NJ Child Adoption and Family Services using After Effects.
- Designed two 12 foot wide trade show booth graphics in Adobe Photoshop for First Trade Show display booth manufacturer, Woodbridge, NJ.

1992-94, 97-2004 **Montage Media Corp.** ([www.montagemedia.com](http://www.montagemedia.com)), Mahwah, NJ. **Multimedia Specialist, VP Prepress.**

- Authored nearly 45 interactive CD, DVD, and touchscreen titles in healthcare and pharma utilizing Adobe Director, Flash, Shockwave, Apple DVD Studio Pro, Adobe After Effects, Apple QuickTime, Microsoft Windows Media Video (WMV) and streaming audio (Bias Peak).
- Created in-house desktop prepress department centered around 2 Crosfield drum scanners, Agfa and Fuji imagesetters, with 3M Matchprint and Fuji color proofing systems. Managed up to 6 staff, interns and freelancers. This department prepared files for publication of 14 peer-reviewed medical and healthcare journals. Designed and performed page layout in Quark Xpress, vector art generation with Adobe Illustrator and Macromedia FreeHand, and drum scanning and image editing with Adobe Photoshop.
- Integrated several computer networks to operate within the creative space, connected to both Apple XServe and Microsoft servers. Served as the technical liaison between PC-based office IT and Mac-based designers for Apple OSX issues and creative software training, Windows cross-platform file and font management issues.

1995-1997 **Trade Litho, Inc.**, Commercial Sheetfed Printer, Miami, Florida. Prepress Technician, desktop publisher, designer.

1994-1995 **Palm Beach Graphics**, Riviera Beach, Florida. Prepress Manager, desktop publisher, designer .

1989-1992 **Electronic Color Imaging/CableView Publications**, Edgewater, New Jersey. Prepress Technician, desktop publisher, designer.

1990-1994 **NJ State Certified Instructor - Design-On-Disk** (Desktop Publishing School). Teaneck, New Jersey. Instructor.

1984-1988 **US Naval Officer** - USS Germantown, LSD-42, Naval Station San Diego, CA. Weapons Division Officer, Engineering Administration Officer.

## Education and Training

1997-2000, 04-06 **New York University**, New York, New York (School of Continuing and Professional Studies) **Certificate in Multimedia Technology** (Multimedia Tools, Director, Adobe After Effects, Marketing & Development for Web & Multimedia, Advanced Macromedia Flash with ActionScript, Intermediate Flash Design, Website Useability)

2004 **Bergen Community College**, Paramus, New Jersey • **Macromedia Web Certification** (Dreamweaver, Fireworks, Flash)

2002 **Parsons School of Design**, New York, New York (The New School for Design) Introduction to Macromedia Flash

1994 **Pratt Institute, Manhattan Center**, New York, New York (Center for Continuing and Professional Studies) Computer 3-D Theory and Strata Studio Pro 3-D Modeling

1989 **Lehman College (CUNY)**, Bronx, New York • Desktop Publishing with Quark Xpress and Microsoft Word

1984-1988 **United States Navy** • Aviation Officer Candidate School, Amphibious Warfare School, Lieutenant Junior Grade 1984-1988, Honorable Discharge.

1984 **The City College of New York (CUNY)** and **Université de Paris VIII à St. Denis**, France (Study Abroad 1981-82) **BA, International Studies**

1979 **Cardinal Hayes High School**, Bronx, NY, **New York State Regents Diploma**