

# Al Sinoy

Interaction Designer / Digital Producer

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Cel: +43 664 330 24 92 · E-mail: [alsinoy@gmail.com](mailto:alsinoy@gmail.com) · Web: [www.alsinoy.com](http://www.alsinoy.com)

**Designs smart online solutions and shares visual stories with digital media.** Specializing in solving project challenges in web development, video/motion design and interactive design for online and mobile platforms.

*Areas of Expertise:*

- Content Ideation / Development
- Strategic Planning / Execution
- Web Technologies
- Video/Animation Production
- Interactive Design
- Technology Integration

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## PROFESSIONAL EXPERIENCE

**Interaction Designer / Digital Producer** **Jan 2011 – Apr 2011**  
**Men's Health Initiative of British Columbia**

- Applying data visualization to enhance the outreach methods of the organization.
- Redesigning the presentation assets of Dr. Larry Goldenberg and enhancing the overall delivery by making complex messages easier to digest visually.

**Director of Multimedia Development** **Sept 2010 – Dec 2010**  
**Men's Health Initiative of British Columbia**

- Technical lead in video production/editing for six advertisement spots that were integrated to a social media marketing campaign.
- Directed the early stages of web development.

**Technical Director** **May 2010 – Aug 2010**  
**De Gaspe-Baubien Foundation / One Drop Foundation (Cirque Du Soleil)**

- Technical lead developing an interactive project using Flash, PHP and MySQL where the core theme was focused towards Water Sustainability.
- I was working in a team of four where we spent the first half of the summer in Vancouver and the second half in Montreal.

**New Media Producer/Developer** **Jan 2010 – April 2010**  
**Arthritis Research Centre of British Columbia**

- Technical lead developing an e-learning web system. Developed a user management system, integrating Articulate (a rapid e-learning tool) and developing flash widgets.

**Multimedia Consultant** **Sep 2008 – Aug 2009**  
**International Atomic Energy Agency, UN Headquarters, Vienna, Austria**

- Edited and managed multimedia assets (video & audio) that were used by global news broadcasters, under the supervision of Kirstie Hansen (Multimedia Producer).
- Managed the IAEA's YouTube Channel (<http://www.youtube.com/IAEAvideo>).
- Managed web content on IAEA's website and designed e-mail templates for global network of journalists.

**Part-time Consultant Digital Video Archive Technician** **Jun 2008 – Aug 2008**  
**International Atomic Energy Agency, UN Headquarters, Vienna, Austria**

- Recorded a collection of archive footage from BETA tapes to DVD format.
- Improved and maintained a Microsoft Access database for the archive.

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## PROFESSIONAL EXPERIENCE CONTINUED

**Intern Multimedia Developer** **May 2007 – Apr 2008**  
**International Atomic Energy Agency, UN Headquarters, Vienna, Austria**

- Helped build dynamic web elements for [iaea.org](http://iaea.org) using JavaScript, PHP and Flash.
- Edited several video and audio packages that are published on [iaea.org](http://iaea.org).

**Intern Multimedia / Flash Developer** **Apr 2007**  
**netkey.at – Private Austrian IT Company**

- Developed a prototype of syncing video footage and PowerPoint presentations. Implemented a stream-like experience using PHP, without deploying a streaming server.

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## EDUCATION

*Centre for Digital Media at the Great Northern Way Campus.* **2009 – 2011**

A powerhouse master's degree jointly awarded by the **University of British Columbia, Simon Fraser University, Emily Carr University of Art + Design** and the **British Columbia Institute of Technology**.

Vancouver, BC, Canada

Masters in Digital Media (MDM)

[GPA = 4.250, Valedictorian]

*University of Sussex at Brighton.* United Kingdom **2003 – 2006**

Multimedia and Digital Systems BSc

[First Class, Honors]

## Languages

- Ability to communicate fluently in **English** and **German**.
- Conversational in three Filipino dialects: **Tagalog, Illongo** and **Cebuano**.

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## KEY SKILLS

### Technical Skills

*Programming / Web:* PHP/MySQL, Javascript, Java/AJAX, X(HTML), CSS, XML, ActionScript

*Software:* Flash, Photoshop, Premiere, AfterEffects, Encore, Soundbooth, Final Cut Pro, Final Cut Studio, 3DS Max

*Operating Systems:* Mac OS X, Windows

### Production

- Direction, leadership and scope management
- Production timeline and project management
- Storyboarding

### Communication & Team Building

- Experienced in working in a **team-based environment** with diverse skill sets and cultures.
- Able to lead a diversely skilled team with the support of a broad technical knowledge and soft communication skills, to align members to an idea and motivate them to execute a plan.
- Accustomed to international working environments after having worked in Vienna (Austria), Brighton (UK), Vancouver and Montreal (Canada).

## REFERENCES

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**Dr. Richard Smith – Director**

Masters of Digital Media Program at Great Northern Way Campus

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**Kirstie Hansen**

Multimedia Producer

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