

Al Sinoy

Interaction Designer / Digital Producer

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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

PROFESSIONAL EXPERIENCE

Freelance Interaction Designer / Digital Producer **Apr 2011 – Current**

- Worked as a **project manager, designer and developer** for an e-learning project for the Arthritis Research Centre of BC in Summer 2011.
- Worked as a freelance concept developer for creative brand agencies in Berlin.
- Worked as a freelance multimedia designer for UN organizations in Vienna. Providing technical support for producers and developing creative concepts for media campaigns.
- Workshop facilitator with proven sessions facilitated in Canada, Austria and the Philippines.

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 Gaspé-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.
- Worked in a team of four where the first half of the summer was spent 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, including IAEA's YouTube Channel, that were used by global news broadcasters. Supervised by Kirstie Hansen (Multimedia Producer).

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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.

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

- Primary work objective involved web development and multimedia editing for iaea.org.

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

- Developed a prototype of an online presentation archive system.

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**.

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

Dr. Richard Smith – Director

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Kirstie Hansen

Multimedia Producer

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