

Brucelee A Black  
US Resident, US Citizen  
**E.** bruceblack@bruceleebblack.com  
**Alt E.** bab035@yahoo.com  
**P.** 770.885.0369

A proven track record of driving success in competitive environments and extensive expertise as a Graphic Designer and Animator, I am enthusiastic about the opportunity to contribute to your team.

Throughout my career, I have demonstrated strong leadership skills, strategic thinking, and business acumen. I am adept at understanding market trends and customer needs, and I thrive on fostering collaboration, empowering team members, and navigating complex challenges to deliver exceptional results. My skills in project planning, execution, and risk management have consistently contributed to organizational growth and success.

As an experienced Graphic Designer and Animator with over 18 years of experience, I bring a diverse skill set that encompasses 2D and 3D animation, graphic design, web development, UX/UI design, motion graphics, video production, visual effects, and photography. I am highly adaptable to new trends and technologies, ensuring that the communication I create is visually compelling and aligned with business goals.

One of my key strengths is my understanding of color theory and psychology, which I leverage effectively in both B2B and B2C marketing initiatives. I am committed to delivering impactful visual communication that resonates with target audiences and drives engagement.

Thank you for considering my application. I look forward to the possibility of discussing how my skills and experiences align with the needs of your team. Please find my resume attached for your review.

Warm regards,

Brucelee A Black

# Brucelee Black

US Resident (United States), US Citizen

bruceblack@bruceleebblack.com  
bab035@yahoo.com

**Portfolio.** bruceleebblack.com

**LinkedIn.** <https://www.linkedin.com/in/brucelee-black-5ab757164/>

770.885.0369

## Artist Summary:

Experienced Graphic Designer and Animator with 18+ years of expertise in 2D and 3D animation, graphic design, web development, UX/UI design, motion graphics, video production, visual effects, and photography. Skilled at adapting to new trends and technologies swiftly. Committed to creating visually compelling communication that achieves business goals. Proficient in B2B and B2C marketing, with a strong grasp of color theory and psychology.

### Code

HTML 5 & CSS 3  
Action Script (2.0-3.0)

### Design / Layout Composite / Retouch Web / UX / UI

Adobe Dreamweaver  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Animate  
Adobe XD  
Word Press  
Figma  
Wix Online Editor  
Google Web Designer  
Mail Chimp  
Anima

### E-learning

Adobe Captivate  
Lessonly  
3D Vista  
PowerPoint

### 3D Modeling + Animation

Autodesk Maya  
Autodesk Mudbox  
Autodesk 3DS Max  
Substance  
Cinema 4D  
Z Brush  
Wikitude  
3D Vista

### Video Motion Graphics Compositing

Adobe Premiere  
Adobe After Effects  
Adobe Encoder  
Adobe Animate

### Office Document + Presentation

Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint

## Professional Summary:

Experienced leader adept at driving success in competitive environments by effectively managing projects and teams. Demonstrated strategic thinking and business acumen, with a focus on understanding market trends and customer needs.

Skilled at fostering collaboration, empowering team members, and navigating complex challenges to deliver exceptional results. Strong in project planning, execution, and risk management, with a commitment to continuous learning and driving organizational growth.

## Education:

### Bachelor of Arts in Graphic Design

(The Art Institute of Atlanta, Atlanta GA)

### Bachelor of Arts in Media Arts and Animation

(The Art Institute of Atlanta, Atlanta GA)

## Key Skills:

- Graphic Design: 18+ years
- 2D and 3D Animation: 18+ years
- Web Development: 12+ years
- UX/UI Design: 10+ years
- Motion Graphics and Video Production: 12+ years
- Visual Effects: 15+ years
- Illustration and Design: Extensive experience
- Editorial and Commercial Design: Extensive experience
- B2B Marketing: 10+ years
- B2C Marketing: 10+ years
- Color Theory and Psychology: Proficient
- Time Management: Team lead and mentor
- Interpersonal Skills: Cultural sensitivity, team management, mentorship

## Portfolio / Experience

Please visit my LinkedIn for experience and locations

Website



(bruceleebblack.com)

LinkedIn



(Experience)

**Goto LinkedIn Profile for Experience**

<https://www.linkedin.com/in/brucelee-black-5ab757164/>

# CURRENT WORK EXPERIENCE

## The Cargo Agency

**Sr. Digital Designer / 3D Artist**  
May 2022 – October 2022  
Location: Greater Greenville, SC Area

Create and Design Interactive UX / UI

Create idea, design and develop Web banner ads for customers such as Lenovo, Microsoft and Skip The Dishes brands.

Create floorplans, implement 3D modeling, texturing for final interactive presentation.

## Truck Hero / Lund International

**Full Stack Designer**  
May 2018 – 2022  
Location: Greater Atlanta, Ga Area

Collaborate with marketing group to produce high fidelity campaigns executed as collateral and digital assets for the following brands.

Lund  
N-FAB  
BedRug  
Stampede  
RoadWorks  
Belmor  
BackRack

## Camber Corporation (Hill)

**Sr. Graphic Artist**  
May 2013 – June 2018  
Location: Fayetteville, North Carolina Area

Developed over 110 hours of E-Learning Interactive Courseware for the U.S. Navy (Instructional Design, Graphics, Animation, and Interactive Design).

Developed over 30 hours of E-Learning Interactive Courseware for the U.S. Army (Instructional Design, Graphics, Animation, and Interactive Design).

Developed over 10 hours of E-Learning Interactive Courseware for the U.S. Marine Core (Instructional Design, Graphics, Animation, and Interactive Design).

Created Global Style Guides for Internal Graphics Request inside Camber Corp.

Created Global Style Guides for Internal Simulation Graphics inside Camber Corp.

Lead Designer for Over 50 hours of U.S. Army QM Image Restoration.

## Finished Art

**Graphic Designer, 3D artist**  
May 2011 – May 2013  
Location: Greater Atlanta, Ga Area

Contributed to over 50 creative designs and production art commercialized for Coca-Cola beverage products print.

Contributed to over 20 creative designs and production art commercialized for Coca-Cola beverage products web.

Contributed over 15 commercial animation pieces for multiple sporting events sponsored by Coca-Cola.

Created over 10 realistic 3D renders of commercialize Coca-Cola beverage products.

Contributed to 5 commercial animation pieces for Lunchbox Inc (including PBS Sprout Spot).

Developed Diet Coke T-shirt Design Contest web page for 2 seasons.

Contributed to over 30 Packaging and Bottling Jobs for Coca-Cola products.

# CURRENT FREELANCE EXPERIENCE

## The Cargo Agency

Sr. Digital Designer / 3D Artist  
October 2022 – Present  
Location: Greater Greenville, SC Area

Create and Design Interactive UX / UI

Create idea, design and develop Web banner ads for customers such as Lenovo, Microsoft and Skip The Dishes brands.

Create floorplans, implement 3D modeling, texturing for final interactive presentation.

## Emory University

Freelance Graphic Designer  
Feb 2019 – Feb 2019  
Location: Greater Atlanta Area

Create 3 vector based logo from a written proposal.

Created a series of concepts based on proposal which led to the final logos.

Final logos: Goizueta Executive Impact, Goizueta Impact, and Goizueta Impact360

## Smart Marketing

Freelance Graphic Designer  
July 2018 – present  
Location: Greenville, South Carolina Area

Create vector illustration  
Created web icons  
Created graphics for Social Media (Facebook, Instagram)

## Dagger

Freelance Illustrator  
July 2018 – present.  
Location: Greater Atlanta Area

Create vector illustration for energy company  
Set vector files for animation  
Use style guide for consistent workflow

## Everconvert

Freelance Graphic Designer  
July 2018 – present  
Location: Greenville, South Carolina Area

Video Editing

## Freud America

Contract Graphic Designer, 3D modeling  
Jan 2018 – March 2018  
Location: Tampa/st. Petersburg, Florida Area, Remote

Layout brochures, booklets, and ads  
Create 3D product renders  
Create 3D Models

## Copypress

Freelance Illustrator  
July 2018 – present  
Location: Tampa/st. Petersburg, Florida Area, Remote

Create vector illustration  
Created web icons  
Created graphics for animation

## Next Step Test Preparation, LLC

Freelance Graphic Designer  
Nov 2017 - Dec 2017  
Location: Greater Philadelphia Area, Remote

Layout brochures, booklets, and ads  
Create 3D product renders  
Create 3D models

## Thai On The Go, LLC

Freelance Graphic Designer  
Sept 2017 - Dec 2017  
Location: Greater Colorado Area, Remote