

John Belancik III

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education

B.F.A. in Graphic Design, May 1996 University of Connecticut

computer skills

Macintosh and Windows system software.
Highly proficient in production of Adobe Illustrator, Adobe Photoshop/Image Ready files.
Fluent in Microsoft Project, Microsoft Office, QuarkXPress, Alias Maya 3D, Newtek Lightwave 3D, Macromedia Flash, Macromedia Fireworks, Adobe GoLive, Microsoft Homesite.

related experience

Mar 2005 - Current

Senior Game Designer/Animator
GameLogic Inc. : Waltham, Mass.

- Collaborate with key management to develop large scale gaming platforms for casinos and lottery systems, including PlayAway™, HomePlay™ and Slingo™.
- Conceive and design company portfolio of on-line proprietary games, brands and related content including slots, card games, bingo games, trivia games, and puzzle games.
- Develop user interfaces for all gaming initiatives and create cohesive branding across GameLogic products.
- Ongoing 3D training to incorporate new technologies into the GameLogic pipeline.

Accounts include: Casinos throughout U.S. and Europe, State Lottery Systems

Dec 2001 - Nov 2004

Design Manager/Senior Designer
TechDepot - An OfficeDepot Company, Marketing Department: Trumbull, CT

- Lead creative team on e-commerce and print based solutions for new technology products. Collaborate with key members of Merchandising, Sales and Technology teams to develop promotions and supporting marketing materials.
- Conceive, design and supervise the execution of multi-disciplined projects including web sites, direct mail catalogs, weekly emails, online stores and magazine spreads.
- Create UI solutions for Technology team's internal/external management tools and Configure to Order initiatives.
- Manage/develop creative team of 4, including designers, Flash/html developers and copywriters.
- Design and implement guidelines for project development, create monthly operations reports and tracking ROI of creative team.

Accounts include: Apple, Microsoft, Intel, Hewlett Packard, Adobe, Computer Shopper Magazine, PC Magazine, CNET.com, Computers4sure.com, Solutions4sure.com, TechDepot.com, OfficeTech.com, OfficeDepot.com

Dec 1999 - Nov 2001

Art Director/Senior Multimedia Designer
Knowledge Kids Network/Knowledge Universe: Los Angeles, CA

- Create curriculum driven print and multimedia art for KidsEdge.com and LeapFrog Toys.
- Work with marketing department to create printed and digital design materials for sales team.
- Create online educational games from conception to final production of Flash and Shockwave movies. Concept and storyboard development with educational experts, producers, and engineering talent to create competent solutions.
- Hire, manage and develop creative team of 8, including designers, illustrators, animation directors and copywriters.
- Coordinate production of KKN's two online magazines.

Accounts include: LeapFrog Toys' LeapPad®, LeapFrog Toys' Imagination Desk®, LeapFrog Toys' Learning Club®, K-12, D.A.R.E., AOL, FamilyEdge.com, KidsEdge.com, ParentsEdge.com, GrandparentsEdge.com

Apr 1998 - Oct 1999

Package/Interactive Designer
C & M Marketing/Daymon Associates: Stamford, CT

- Creation of corporate brand packaging. Process includes product research, color analysis, concept development, art direction of illustrators and photographers, and the ability to create competent solutions in a fast pace environment.
- Art direction and production of intra/extranet web site, and special projects incorporating interactivity into corporate presentations.

Accounts include: Pathmark, Stater Bros., Fred Myer Inc., Harris Teeter, American Fare, Weis Inc., Southern Home, Petsmart

May 1996 - Jan 1998

Associate Package Designer
Zunda Design Group: Historic South Norwalk, CT

- Creation and execution of multiple line packaging, including bilingual line extensions, from concept through production of final electronic mechanicals. Process includes color analysis, application of all printing specifications and tolerances, and the ability to maintain accurate timing in project completion.
- High-resolution, electronic image manipulation and color correction.
- Member of interactive design team to research and produce effective navigational system for zundagroup.com

Accounts include: USA Detergents, Hershey's Chocolate, Playtex Inc., Block Drug, Newman's Own, Reckitt & Colman, Personal Care Group, Pepperidge Farm