

## John Belancik III

231 Brockett Street  
Newington CT, 06111  
203-558-0909  
jbelancik@snet.net  
www.johnbelancik.com

### education

B.F.A. in Graphic Design, May 1996 University of Connecticut  
Autodesk Maya Certificate, June 2006 Great Eastern Technology

### technology

Macintosh and Windows system software. Highly proficient in production of Adobe CS3 Design Suite including Flash and Dreamweaver files. Fluent in Microsoft Project, Microsoft Office, QuarkXPress, Newtek Lightwave 3D, Autodesk Maya, Microsoft Homesite. Fluent in Bitkeeper version control as well as updating and managing Twiki project management tools.

### related experience

**Mar 2005 - April 2010**

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.
- Create marketing materials for print and new media. Manage relationships with printers and magazine publishing vendors.
- Design small/large tradeshow booths and manage logistics for shipping out to shows.
- Ongoing 3D training to incorporate new technologies into the GameLogic pipeline.

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

*Published in: Casino Journal Magazine, Casino Enterprise Management Magazine, and Native American Casino Gaming Magazine*

**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*