

**Jesse Freeman**  
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## **JESSE FREEMAN**

**OBJECTIVE:** To push Flash and Web Technology to its limits, learn something new each day, and have fun doing it.

### **EDUCATION:**

School of Visual Arts - New York, New York - 2006  
Master Degree in Computer Art and Interactivity

Florida State University - Tallahassee, Florida - 2002  
Bachelor's Degree in Studio Art and a focus in Computer Art

### **EXPERIENCE:**

1/08 to  
Present

**Heavy Inc.** - New York, New York  
Sr. Engineer

Head of Flash Development reporting directly to CTO of company.

- Worked closely with CTO to focus Flash application development and best coding practices for Flash Applications at Heavy.
- Ported over existing Flash Shared library from AS 2 to AS 3 and created MVC frame work for use in Flash Applications
- Created custom Home Page Video Player for Heavy.com and intergraded Heavy's ad support.
- Architected and developed Sumo Framework, a visual XML driven framework to run all of Heavy's Flash applications. Similar to Flex but realtime you can define and configure class's, their layout, and stream in assets on the fly.
- Started Flash Meetup twice a month at Heavy's office. One meeting for beginners and the other for advanced developers.

10/06 to  
1/08

**MLBam Advanced Media** - New York, New York  
Interactive Creative/Sr. Flash Developer

In charge of creative branding and Flash development for Major League Baseball.

- Worked closely with designer to develop a unique user experience with my own 3d technology while supporting the existing BamNet Framework for user validation, News Articles, and cross platform support.
- Developed Flash Applications used in marketing projects.
- Created Real Time score board for MLB.com, MILB, and Winterball websites using live feeds of xml game data.
- Created Draft Tracker Application that was showcased on MLB.com as well as ESPN during the 2007 MLB Draft. Used live XML data and AS 3 to display up to the minute draft picks and player stats.
- Developed Media Wall and Custom Flash Video player for mlsnet.com, ice network, winter ball, and several other MLB.com branded sports sites..
- Led 3 Flash Developers and set up Eclipse with FDT along with instructions on best flash development practices.
- Help re-organize existing Flash Shared library and created MVC frame work for use in Flash Applications
- Work closely with CMS and Database developers to help build xml back ends for flash applications.
- In charge of Flash Development for Entertainment projects: Queen Latifah, Bob Marley, Elton John, and Guns N Roses.

05/06 to  
010/06

**AKQA** - New York, New York

Flash Freelance Developer / Creative Consultant

In charge of Flash development for the New York Jets newly redesigned website. I was brought in by the Jets to supervise and continue with interactive development on the site.

- Working closely with AKQA and the New York Jets to finish redesign and branding of their current website, and interactive elements inside of the site.
- Working with East Media to integrate Flash components and widgets with Ruby back-end.
- Designing xml data structure for Flash communication between website front-end and CMS backed.
- Integrating Flash with Rails
- Built Media module for site that seamlessly plays FLVs, MP3s, photo slide shows, Real Video, and Real Audio. Also I created several flash pieces that can remotely control the media player via flash local connect and flash javascript external api.

12/05 to  
5/06

**DEEP FOCUS** – Brooklyn, New York

Flash and Creative Freelance Developer/ Interactive and Creative Consultant

Interview with Ari

- Creative Direction and Sr. Developer on <http://www.interviewwithari.com/>
  - Set up technical documents and code structure for application.
  - Technical Director for HD shoot with Jeremy Piven.
  - Managed a team of 3 people; 1 programmer, 1 compositor, 1 Flash animator
  - Developed AI and Keyword parsing algorithm for application.
  - Worked closely with HBO and Akamai for implementing streaming and progressive video playback.
  - Configured Mac HD editing station, and set up equipment need for composting.
  - Integrated Flash application with HBO's back end email client and tracking service.
  - Site was heavily promoted on HBO's channel after each Entourage episode.
- Technical Direction and Develop on <http://www.datemoviethemovie.com/pimpmypofile/>
  - Set up technical documents and code structure for Pimp my Profile mini site.
  - Laid down base code and managed two ActionScript develops to finalize the code.
  - Organized creative and technical direction for shoot with Tony Cox, created rough cuts from video, worked with editor to finalize video transitions.
  - Worked closely with MySpace for site integration and finalization.
- Created <http://www.tristanandisoldemovie.com/>.
- Worked closely with art director's design. Implemented site's supporting code structure and modified design to work inside of the flash site.
- Created section transitions and other visual effects. Programmed site in AS 2.0 with backwards compatibility for Flash Player 6 and up. Also built an alternative version for international use that connects to Fox's xml based CMS. I also cut the intro video clips in Final Cut Pro and developed a delivery system for progressively downloading 770x480 video without using a streaming server.

06/04 to  
3/06

**NEW YORK JETS** - New York, New York

Flash Freelance Developer / Interactive Creative Consultant

- New York Jets main website design, and interactive elements.
- Designed Kids site, [www.generationjets.com](http://www.generationjets.com).
- Redesigning e-blasts and creating the new Jets Shop's "look and feel" for eLetters.
- Also created viral advertising campaigns geared at collecting fans information.
- Created a fan gallery, interactive web games and web contests to help move traffic into fan "Fan Section".
- Worked on Jet's Shop Photo touch-ups/compositing, eBlasts and weekly game Wallpapers.

09/05 to  
11/05

**UNIFIED FIELD** - New York, New York  
Flash Freelance Developer / Interactive Consultant

Hired to create a stand alone Flash Kiosk for the Charlotte Bobcat's new Stadium.

- Worked closely with their designers to brand the Bob Cats name and the look and feel they were going for as I developed a robust Flash backend to run the kiosk. The application contained a database of player information that you could use real time searching on, as well as quiz portion that created random questions from the database's players.
- Coded the real-time search code, database interaction, mySQL structure, and all of the programming that runs the Quiz. I out sourced the php connection code to a programmer who worked off of the detailed specs I gave him.
- Installation comprised of 6 computer terminals with touch screens and one server. The server collected information about the people playing the game and was designed to be used for contests and data mining. All flash code was done in Flash 8 with full support for a customized video player that showed players' "Career Highlights".

05/04 to  
06/04

**BBDO PROXIMITY** - New York, New York  
Interactive Creative Designer

Hired to create Flash banner campaign advertisement for BT.com on the web and in Video Elevator monitors.

10/03 to  
04/04

**ARISTA RECORDS** - New York, New York  
Interactive Creative Designer/ Developer

- Created small flash promotion ad animations for Pink, OutKast, and Kelise.
- Created a Flash website for Citizen Cope.
- Flash eCard for Usher's TRL appearance.
- Worked with Arista until it went out of business in 2004.

Final project was to create <http://j-kwon.com/> for Rapper J-Kwon. I worked with an Art director to lock down the "Look and Feel" of the site, and then created the design, code, and back end admin panel used to maintain the site.

**TECHNICAL SKILLS:**

Adobe Illustrator CS 3	Intermediate	Currently used / 5 years
Adobe FireWorks CS 3	Intermediate	Currently used / 4 years
Adobe Photoshop CS 3	Expert	Currently used / 9 years
CVS / SVN	Intermediate	Currently used / 2 years
Eclipse with FDT	Expert	Currently used / 3 years
Flex Builder 3	Expert	Currently used / 1 year
Final Cut HD	Intermediate	Currently used / 4 years
Flash AS 2.0 & 3.0	Expert	Currently used / 8 years
Adobe Dreamweaver CS 3	Intermediate	Currently used / 5 years
Adobe Flash CS 3	Expert	Currently used / 7 years
Mysql Database	Intermediate	Currently used / 3 years
PHP/ cakePHP	Intermediate	Currently used / 4 years
Ruby on Rails	Beginner	Currently used / 1 year

**WEB EXPERIENCE:**

Flash Blog  
<http://www.flashartofwar.com/>

Online Work Portfolio  
<http://www.bfreedesign.com>

Online Portfolio Flash Bum "Will FLASH 4 Food"  
<http://www.flashbum.com>

Napkin Notebook  
<http://www.napkinnotebook.com/>

Heavy.com  
<http://www.heavy.com>

Major League Baseball  
<http://www.mlb.com>

Minor League Baseball  
<http://www.minorleaguebaseball.com>

New York Jets  
<http://www.newyorkjets.com>

Cipriani Accessories  
<http://ciprianiaccessories.com/>

Orinco Corp  
<http://orincocorp.com/>

Interview with Ari  
<http://www.interviewwithari.com/>

Daniel Alcheh  
<http://www.danielalcheh.com/>

Theory Engine  
<http://www.theoryengine.com>

Tilson Design Works  
<http://www.tilsondesigns.com>

Arista Records/ J-kwon  
<http://www.j-kwon.com>

Uzi Maccai Fashion Company  
<http://www.uzimaccai.com>

San Macario Olive Oil  
<http://www.sanmacario.com>

Jesse Freeman  
<http://www.jessefreeman.com>