

Catherine George
cathygeorge@earthlink.net

Summary: Diverse experience as a developer, manager, and instructor of digital media design and technologies within a wide range of organizations.

Technical: HTML, CSS, ActionScript, Lingo
Acrobat, AfterEffects, Photoshop, Illustrator, ImageReady
Director, Dreamweaver, Flash, Fireworks, Freehand
FileMaker, Final Cut, Lotus Notes
Microsoft Office, Microsoft Project, Visio
AutoCAD, Architectural Desktop, VectorWorks, DesignWorkshop
Mac OS, Windows, Unix

Art Skills: Painting and Drawing, Sculpture and Ceramics, Fibers, Printmaking, Photography, Animation, Jewelry Design

Experience: 2007 - Present

Instructor

[The Art Institute of California, San Francisco](#), SF, CA

Instructor for Fundamentals and Intermediate Authoring courses.

2007 - Present

Instructor

[Bay Area Video Coalition](#), SF, CA

Instructor for various graphic and web design courses.

1990 - Present

Project Manager, Digital Media Designer and Developer

[Cathy George Design](#), NY, CO, and CA (formerly MamaMedia)

Provided services for clients including project management, storyboarding, branding, production, graphic design, motion design, and programming of interactive, interface, and animation projects. Clients include Apple, Arnowitz Productions, Camaleo, Chase Manhattan, Citicorp, Deloitte & Touche, GoTrafficInteractive, Honeywell, Ikonix Interactive, Jack Morton Productions, Medior Incorporated, NY Metropolitan Museum of Art, Parsons Brinkerhoff, Santler Marketing Group, SRI International.

2005 - 2007

Course Director

[Expression College for Digital Arts](#), Emeryville, CA

Course designer for this unique program of accelerated learning in graphic design, motion graphics, and interface design. Developed curriculum for new coursework. Lectured, assisted, instructed, and assessed students for courses in the Motion Graphic Design Program, including Interactivity and Screen Design 1 & 2, Animation & Motion Theory, and Final Project courses.

2001 - 2004

Digital Media Instructor, Program Designer, and Department Chair

[New Technology High School](#), Napa, CA

Created all curriculum for Digital Media courses which combined the NTHS learning outcomes with California State Standards for Visual Art. Incorporated the Buck Institute's "project based learning" methods into all projects. Integrated the principles of design, industry standard digital media tools, art history, traditional drawing, critique, and web site building throughout entire curriculum

1999 - 2001

Project Manager and Developer

[MP3.com](#), San Diego, CA

Managed and Art Directed entire multimedia team of eight that developed the company's and the industry's best received digital media CDs. Performed all tasks throughout start-up phase to create the first digital media CD-ROM advertising piece. This accounted for 64% of the company's revenue that year. Utilized effective communication and leadership skills to build a

fun, efficient and productive team in a high-stress, high turnover industry to meet all goals, with zero negative turnovers. Built a unique tutorial program used by legal and industry professionals which demonstrated intellectual property, copyright, online storage, capacities, usage, and licensing issues associated with MP3 music files, constructed with database driven flash animation content.

1996 - 1998

Digital Media Instructor and Program Designer

[Metro State College of Denver](#), [Colorado Institute of Art](#), & [Platt College](#), Denver, CO
Curriculum design and course instruction of: beginning and intermediate Graphic Design, Photoshop, and Painter; as well as beginning, intermediate, and advanced Director, Lingo, and Premiere. Designed and implemented demos and tutorials covering the principles of design, the fundamentals of web design, technique and use of digital media software; self-paced interactive exams, and assessment tools.

1994 - 1996

Digital Media Developer

[MediaLab, Inc](#), Louisville, CO

Multimedia services and computer based training product developer. Clients included The Denver Art Museum, The Denver Public Library, Founders Fund, TVA, The Gates Corporation, Hewlett-Packard. Produced custom interface with motion graphics and controllers for TVA's headquarters product showroom. Produced one-minute infomercials for Hewlett Packard for a global telecom conference in Geneva, Switzerland, considered best by Hewlett Packard in terms of clarity of message and effectiveness of design.

Education: [Sonoma State University](#), Sonoma, CA: Green Building Design Certificate Program
[Napa Valley College](#), Napa, CA: AutoCAD, Architectural Desktop
FlashForward Seminars, San Francisco, CA: ActionScript
[New Technology Foundation](#), Napa, Ca: Curriculum Design, PBL
[TreviMedia](#) Seminar, Chicago, Il: ActionScript
[TreviMedia](#) Seminar, San Diego, Ca: Advanced Lingo
[Media Lab, Inc](#), Louisville, Co: Advanced Lingo
Computer Arts Institute, SF, Ca: Macromedia Director
[Art Students' League](#), NY, NY: Painting
[Syracuse University](#), Syracuse, NY: BFA Studies in Art, Anthropology Minor

References: **Michelle Cernuto**
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