

Garrett L. Strobel

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Creative Professional/ Digital Media Specialist

Areas of Expertise

** Experiential Art * App Development* 3D modeling * Sculpture * Game Design * Interaction Design* Video and Motion Graphics * Project Management * Graphic Design*

PROFILE Possessing a robust interdisciplinary background complimented by strong technical skills. Keen understanding of digital technologies, aesthetics, design, and cultural behavior. Superior creative thinking abilities. Capable of synthesizing diverse arrays of information into novel and exciting installations, and products.

- Exceptional ability to merge art and technology
- Extremely self motivated and goal oriented
- Top-notch organizational skills
- Excellent written and verbal communication skills

PROFESSIONAL EXPERIENCE

Niche Mobile, Gainesville, Florida

May '11 to Present

Co-Founder

Founded Niche Mobile, produce mobile apps targeted at niche, organic and intrinsically viral market segments. Follow Scrum agile methodology.

Responsibilities include business development, coding, interface design, asset creation.

Key Achievements:

- recruit and manage several developers, designers, and marketing interns
- Awarded free office space in start-up event at Grooveshark Music Streaming.
- Produced multiple apps with several thousand downloads.

Trendy Entertainment, Gainesville, Florida

Dec '10 to April '11

3D Asset Intern.

Created 3D environmental assets for game company, Trendy Entertainment. The team's responsibility was to create a historical St. Augustine game that would be featured at the cities anniversary celebration.

Inflexion Partners, Gainesville, Florida

Sept '10 to March '11

Web developer Intern.

Implemented content management system.

Youtorial, Gainesville, Florida

Sept '10 to April '11

Web and Graphic Design Intern

Designed interface elements for start-up company Youtorial's proprietary video player. Responsibilities also included web design layouts, print media, and HTML/CSS.

EDUCATION AND TRAINING

Masters of Digital Arts and Science

Jan '10 to Aug '11

University of Florida, Gainesville, Florida 3.9 GPA

Key coursework includes: Digital Design and Visualization, Interactive storytelling, Entertainment technology.

Master's Thesis Project:

- Designed, programmed, and built an **Auditorium-sized interactive installation**.
- The project implemented novel **interaction platforms** to allow explorers of the space to **synthesize music and alter visuals**.
- The project consisted of **multiple screens** and **projectors**, custom constructed interaction platforms, and **surround sound**. Please see [online portfolio](#).

Bachelors of Fine Arts, Sculpture. Bachelors of Arts, Anthropology.

Aug '03 to Dec '08

University of Florida, Gainesville, Florida 3.8 GPA

Key Achievements:

- Novogdrodsky Scholarship for artist affecting positive social change.
- Won university grant to create a permanent public artwork on the UF campus.
- Dual Degrees synthesizing cultural research and behavior with physical design and spatial interventions.

TECHNICAL SKILLS

Adobe: Photoshop, After Effects, Premiere, inDesign, Illustrator, Flash, AIR, Flex.

Development: Android, Mobile App development, Java, HTML, CSS, JavaScript, ActionScript, Flash for mobile.

Management tools: Microsoft office suite, Constant Contact, subversion SVN, Assembla.com, Content management systems, WordPress, Google Analytics, AdWords and AdSense, Facebook ad campaigns, Sponsored Tweets.

Interactive: Arduino Microcontrollers, Processing, Pure Data, Isadora Multimedia Processing Environment, Max/Msp, Ableton Live, Show control.

3D: Autodesk Maya, 3DS max, 3D printing and prototyping, MandleBulb 3D .

Video: Video production, editing, motion graphics including Trapcode suite.

Art: Experiential Art and installations, Digital and Interactive, Wood and Metal Sculpture, Mold Making, Bronze casting, Welding.