

# J. Schuh

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## Qualifications

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- Producer/Project Manager with 25+ years experience developing internal and external marketing communications for companies that include AVON, American Airlines, Cingular, Circle R Media, Comedy Central, Fedex, JCPenney, McDonald's, Mary Kay Inc, RadioShack, Sherwin Williams and Toyota
- Creative Director with 25+ years experience in Web, Print, Interactive, 2D/ 3D Animation, Video and Motion Graphics using Microsoft Office, Photoshop, Illustrator, Dreamweaver, InDesign, Flash and After Effects
- Adjunct Professor with 19+ years experience teaching Art Direction, Flash Animation, History of Animation, Illustration, Motion Graphics and Storyboard for local colleges that include Collin College, El Centro College, Richland College, Media Tech, SMU and Texas A&M Commerce
- Adobe Community Professional with 10+ years experience developing tutorials and educating companies, user groups, and professional organizations on Adobe products and services including third party plug-ins Element 3D and Red Giant's Trapcode Suite
- Workshop Facilitator / Public Speaker with 7+ years developing presentations using PowerPoint and Keynote for professional industry conferences that include Control the Room 2020, Big Design 2019, Rocks Digital 2017, Adobe Max 2016, SXSW 2015 "PIXEL PERFECT" voted Best of SXSW 2015, SXSW 2014, Texas Production Roundup 2014

## Proven Skills & Achievements

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- Designed illustrations and book covers for JCPenney's A G.R.E.A.T.! HOLIDAY Story, Vice: Wiseguy Cop, Letters to Adam: Diary of a Divorced Dad, Patrol: Wiseguy Cop, Manku, The Design Studio Method (Focal Press) and BRILLIANCE: Understanding the Creative Mind
- Recruited, supervised and trained animation team to develop over 5 minutes of animation for the world premiere of the documentary film "The Starck Club" at Dallas International Film Festival 2014
- Obtained \$30 million in incentives as Chairman of the Communications Committee while serving as the Animation, Gaming & Visual Effects Industry Rep on the board of the Texas Motion Picture Alliance from 2010 - 2012
- Developed successful iH.E.R.O animated series for JCPenney Legal from 2010 – 2012
- Directed illustrators, designers, animators and developers to produce Barack Obama & Hillary Clinton "Political Boxing" game featured on Fox News in 2008
- Negotiated with Comedy Central to direct and supervise animation team to produce shorts for "Mind of Mencia" in 2008
- Founder, Past-President, Board Member and Community Ambassador for non-profit organization A Bunch of Short Guys which has produced the annual Industry Giants conference that has included Oscar winners and speakers from Disney, Pixar, Reel FX, Sony Imageworks and Weta.

## **Experience**

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Design Strategist – Sabre Global, Inc, Southlake, Texas October 2015—Present

- Launched global Design Strategy program in Krakow, Poland, Bangalore India, and Southlake Texas
- Trained and facilitated global design strategy workshops with stakeholders to develop innovative features and products for the travel industry
- Designed and developed internal training presentations, handbooks, toolkits, posters and videos

Creative Director – Toons-N-Design, Highland Village, Texas January 1998—Present

- Produced advertising campaigns using 2D / 3D animation and motion graphics for web, TV, and interactive
- Produced political animated series “The Hillary Show” during 2008 Presidential campaign which was featured on CNN
- Designed and generated Digital Signage and LED video spots for McDonald’s

Adjunct Professor – Collin College / Texas A&M Commerce / SMU September 2001—Present

- Taught over 2,500 students during last 14+ years—advertising, media, design, digital marketing
- Developed new curriculum for History of Animation, Digital Imaging I, Illustration for Digital Media
- Recommended new software, books, and industry speakers series for the design program

## **Education**

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- Bachelor of Arts in Psychology—University of North Texas (Denton, Texas) December 1997
- Bachelor of Arts in Advertising—Texas Tech University (Lubbock, Texas) December 1992