

Don McCauley

Multimedia | Environment Artist

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www.syntheticghost.com

Education

Bachelor of Fine Arts in Illustration

Ringling College of Art and Design,

Sarasota, FL - 2008

Technical Skills

3D Modeling & Texturing: Cinema4D,

Unreal Engine 5, Gaea, ZBrush,

Blender, Substance Painter, Insydium

Rendering Engines: Octane Render,

Cycles Render

2D Design: Adobe Creative Suite

(Photoshop, Illustrator, InDesign, After

Effects, Premiere Pro)

Traditional & Digital Art: Corel

Painter, digital sculpting, molding,

casting, traditional sculpture

Workflow Tools: Microsoft Office

Suite, Google Workspce, Slack

Pipeline Expertise: Asset creation

workflows, prototyping, and visual

development

Career Objectives

Pursue a dynamic role as an Multimedia Artist, contributing expertise in creating immersive educational experiences and detailed digital and physical assets. Leverage strong technical and artistic skills to deliver high-quality content in fast-paced production pipelines.

Professional Experience

2021-Current, Owner/Artist, Synthetic Ghost Ind., North Port, FL

- Onboarding of new clients and development of a startup business in a hard-hit pandemic community
- Ideation and creation of traditional & digital marketing materials with the use of Adobe Creative Suite, Photoshop, Illustrator, InDesign, Corel Painter, and Premiere Pro, Premiere Rush, Animate, After Effects, Audition, digital & traditional art mediums
- Conceptualization and production of unique 3D visualizations and physical production prototype and plans for client of building installation utilizing Photoshop, Illustrator, Cinema4D, Insydium, Gaea, Octane, Cycles, and Unreal Engine 5
- Development of a variety of projects using digital sculpting, molding and casting techniques, combined with traditional art sculpture and model production
- Coordination and production of digital video content for broadcast and distribution through a variety of streams and media, utilizing a variety of software
- Analyses of business marketing and social media practices and management with formulation of growth and cultivation of best possible audience
- Professional and community development through joining the local area Chamber of Commerce and fostering a community of business and professional development

2018-2021, Chief Marketing Officer, Compassionate Cannabis Clinic, Venice, FL

- Ideation and creation of traditional & digital marketing materials with the use of Adobe Creative Suite, Photoshop, Illustrator, InDesign, Corel Painter, and Premiere Pro, Premiere Rush, Animate, After Effects, Audition, digital & traditional art mediums
- Coordination and production of digital video content for broadcast and distribution through a variety of streams and media, utilizing a variety of software
- Coordination and scheduling of marketing materials and information exchange between multiple company through multiple channels
- Analyses of marketing and social media practices and management with formulation of growth and cultivation of best possible audience

2011-2012 Designer, Soicher Marin, Sarasota, FL