

ANTHONY CANCEL

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SUMMARY: 3D Multimedia, Graphic, Technical Designer focused on delivering products that engage the client/user and create positive results. 20 years of experience creating technical and marketing graphics as well as developing interactive multimedia and curriculum-based training material. Adept at QC of technical product information and utilizing it in other marketing assets for a variety of client types. Excel at attention to detail, consistency of material and on-time delivery.

TECHNICAL SKILLS:

SOFTWARE

Adobe Flash	Adobe InDesign	Articulate / Captivate	Keynote / PowerPoint
Adobe Photoshop	Adobe Premiere Pro	Solidworks / 3DMax	HTML / CSS
Adobe Illustrator	Adobe After Effects	Cinema 4D / MODO	LMS/ CMS
Adobe Acrobat	Adobe Substance	AutoCAD	Office/Google Docs

PROJECT AREAS:

3D / Multimedia	Graphic Design / Print	Web/Technical Design
Types: Interactive Training, 2D/3D Images, Interactive 3D Animation, Presentations, Videos	Types: Technical Illustrations, Catalogs, Brochures, Posters, Data Sheets, Product Labels, Flyers, Bi-annual Magazine	Types: App Information Hierarchy, Small Site Design, Personal Portfolio, Dynamic Training Pages, Wireframing
For: Hi-Line, Lockheed Martin, Halliburton, DZS, Kayem Pipe	For: Hi-Line, Lockheed Martin, Halliburton, Salesian, Pioneer, Classic Auto Air	For: Hi-Line, DZS, Lockheed Martin, Wine Service Consulting, Kayem Pipe

WORK HISTORY:

Classic Auto Air

Coppell, TX

- Design and update product installation manuals with detailed parts breakdown illustrations using Adobe Illustrator utilizing engineering drawings with CAD models or photographs.
- Collaborate with engineering, manufacturing teams to develop and update technical illustrations and documents as required.

Technical Illustrator

May 2024- Present

DZS Inc.

Dallas, TX

- Redesign and develop on-line training for sales channel partners on company products and network solutions to build a training program within an LMS that will lead to accreditation.
- Coordinate with various lead integrators, SMEs and sales to gather technical and pertinent content.

Training Content Developer

Sept 2021- Feb 2024

Hi-Line Inc.

Dallas, TX

- Update and maintain all product entries, including graphics and technical information, for the DigitalCatalog App and E-Commerce site.
- Created information architecture for new digital catalog app and maintenance of technical attribute.
- Created high detail 3D mockups and animations of bin setups for use in marketing sales.
- Developed product structure and hierarchy for Hi-Line mobile app involving 24,000 products.

Graphic Designer

Mar 2015 - Sept 2021

- Created daily custom labels for customer part drawers (backplates) showing individual product information for various orders as well as seasonal brochures, flyers and other marketing material.
- Designed monthly magazine ‘The Connection’ featuring products, awards, articles and other Hi-Line business information as a nationwide electrical and mechanical service parts supplier.
- Updated Master Catalog to include over a year of new products, including shooting product, layout of product information in the 720 pg catalog and oversight of printing to meet schedule.

AC Design

Dallas, TX

Independent Contractor

Dec 2011, Sept 2014, Dec 2022

- Salesian Missions – Designed and developed the bi-annual 32 page news magazine featuring articles on Salesian mission stories as well as ads for donations and products.
- Pioneer Natural Resources - Contract to develop and modify training content for use in PowerPoint presentations and InDesign guides which included video editing, graphic editing and content structure. Created graphical icons to represent types of information in training guides.
- Promotional posters - Contract design for promotional poster for local artist to increase exposure and for doctor to promote speaking engagement.

Halliburton

Carrollton, TX

Marketing Specialist Sr.

Oct 2012 - Aug 2013

- Developed full color technical graphics of various tools from 3D models to finished product for use in brochures, catalogs, proposals, and presentations.
- Created animations showcasing tool functions and benefits for presentations at marketing events.
- Evaluated 3D model translation software to expand utilization of engineering models into other robust 3D animation software as well as incorporation of models into pdf files.
- Updated graphical elements and animations in presentations to improve look and consistency for HalAcademy 2013 conference.

Lockheed Martin Missile & Fire Control

Grand Prairie, TX

Multimedia Design Engineer Sr.

Apr 1998 - Nov 2011

- Designed, created and developed graphics and interactive training material for multiple programs, including: Curriculum based training contained over 1200 screens with tactical simulations and maintenance instruction, as well as testing, all to enhance soldiers training experience.
- Developed over 60 interactive HTML pages used in a desktop training simulator to describe elements of each screen encountered and to guide users in accomplishing specific tasks. Developed graphic layouts of screens to easily facilitate changes. The desktop trainer won awards for innovative training simulation and ahead of schedule and under budget.
- Performed lead responsibilities for desktop trainer product in budgeting hours used, planning, coordinating with peers and weekly presentations on progress.
- Performed quality assurance testing for launcher program’s online technical publications and manuals via usage testing; providing feedback documentation on usage problems, link corrections, graphic and text consistency and accuracy, and information assurance.
- Developed hundreds of vector graphic line illustrations from Pro-E engineering models for various training manuals on various programs to reflect training tasks described.

EDUCATION:

Bachelor of Fine Arts (CGPA 4.00)

Visual Communication

American Intercontinental University

2005 - 2006

Associate of Applied Arts (CGPA 3.99)

Multimedia/Computer Animation

The Art Institute of Dallas

1995 – 1997