

Jacob S. Pollak

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Professional Highlights

- Teaching
 - Instruct college credit courses in web design, web graphics, Photoshop, Dreamweaver, Flash, Fireworks, XHTML and CSS
 - Freelance one-on-one trainer/tutor for video editing, audio editing, and web technologies.
- Marketing
 - Develop and implement marketing plans for small and medium size businesses.
 - Develop and implement marketing processes and standard operating procedures.
 - Research, develop, and design effective Brands.
- Web Design
 - Design web pages using Photoshop, Fireworks, Dreamweaver, and hand coding.
 - Develop graphical user interfaces and site structure for web sites.
 - Maintain Unix, Linux, and Mac web servers.
 - Develop custom Perl and PHP/ MySQL applications for clients.
 - Produce sites that utilize E-commerce.
 - Produce, develop, and consult on websites utilizing Flash.
- Graphic Design
 - Design print, web, cd, dvd pieces.
 - Design logos
 - Design and implement brands for Clients
- 3D
 - Light scenes to match live footage.
 - Render scenes for compositing and print
 - Texture models for high-resolution rendering and game use.
 - Model vehicles, robot,
 - Animate
 - Composite animations and fx.
 - Camera match moving footage
- Computer Support
 - Install, maintain, and troubleshoot hardware and software on Win, Mac, and UNIX.
 - Maintain and provide support for Media 100 and Avid non-linear edit systems.
 - Research and recommend hardware and software purchases for corporate and education institutions.
 - Recommend, maintain and operate distance learning and video-conferencing equipment.
- Audio/ Video
 - Schedule, produce, and provide audio/visual presentation services.
 - Edit corporate and educational videos.
 - Produce, model, animate, and composite 3D graphics.
 - Produce and create multimedia CD-Roms.
 - Edit digital audio for radio broadcast and CD-Rom use.
 - Instruct animation and digital video classes
- Programming
 - XHTML, CSS, PHP, ActionScript 2, MySQL, Perl, JavaScript, C++
- Business Skills
 - Manage freelancers, employees, and equipment.
 - Oversaw all operations, including marketing, purchasing, sales, production, creative, project management and accounting

Software Familiarity

Web	<ul style="list-style-type: none">• Flash, Dreamweaver, BBEdit, F'TP, MySQL, Apache, PHP, Quicktime Streaming Server, Real Server, Plesk
Graphics	<ul style="list-style-type: none">• Photoshop, Fireworks, Freehand, Illustrator
3D	<ul style="list-style-type: none">• 3DS Max, Mental Ray, Maya (beginner), Bryce, Poser
Video	<ul style="list-style-type: none">• Premiere, Combustion, After Effects, Final Cut Pro, Media 100, Media Cleaner Pro, DVD Studio Pro (Beginner)
Audio	<ul style="list-style-type: none">• Sound Edit 16, Sound Forge, Pro Tools, Logic, Garage Band
Office	<ul style="list-style-type: none">• Microsoft Word, Access, Excel, Powerpoint, Quickbooks, OD4Contact
Platforms	<ul style="list-style-type: none">• Windows; MacOS, Linux, various UNIX platforms

Work Experience

- Spring 2005-
Pres. **Adjunct Instructor. Schoolcraft College, Livonia, MI**
- Instructor for courses in DHTML(XHTML+CSS), Web Design (Dreamweaver), Web Graphics (Fireworks and Image Ready), Photoshop, and Flash.
- 2005 **President. Southeast Michigan Professional Chapter of ACM/SIGGRAPH**
- Oversaw all operations of the Not-For-Profit Organization
 - Oversaw development of the Chapter's Mission
 - Implemented marketing, brand consistency, and structural organization
 - Increased Membership from 30 to 125 Members
 - Increased average event attendance from 25± attendees to 85± attendees
- Sept. 2003-
Pres. **CEO, President, Creative/ Technical Director, Project Manager. The Detroit Creative Group. Taylor, MI.**
- Provide creative leadership to branding, marketing, print, video, and web projects.
 - Provide overall strategic and technical leadership to client/server, Web database, and Internet and Intranet application development projects.
 - Provide oversight and management (planning, content, architecture, design, delivery, etc.) to organizational Internet and Intranet web sites.
 - Liaison with clients, perform needs assessments, and assign incoming projects to staff and oversee projects until completion.
 - Provide project management in all phases of the development life cycle, including analysis and design, data modeling, user interface design, programming, prototyping, documentation, testing, and enhancements.
 - Technical architecture, design, implementation, and support of multiple web sites and database applications.
- Summer 2003 **Videographer and Editor. Springhill Camps. Ewart, MI.**
- Shot and edited a video a week for 11 weeks.
 - Produced up to 4 DVD's per week for 11 weeks.
 - Edited videos on a Media 100 system
 - Created DVD's Using Apple software.
 - Assisted with various photography functions
- Aug. 2001-
May 2003 **Multimedia Systems Integrator. Barbara Ann Karmanos Cancer Institute. Detroit,MI**
- Maintained and operated Audio/ Visual equipment including projectors, Video

Conferencing units, and audio systems.

- Streamed webcasts
- Created and Maintained webcasting server and computers
- Repaired Mac and Unix Computers.
- Research and recommend hardware upgrades and purchases.
- Consulted on the creation of an updated website.

2000-2003 **Audio/Video Technician, Live Mixer. OnStage Solutions, Livonia, MI**

- Mixed live audio for concerts and festivals nationally.
- Setup and maintained equipment for concerts and festivals.

Fall 2000 **Animation Instructor. Youth Enrichment Program, HFCC. Dearborn, MI**

- Created lesson plans
- Taught traditional cel and digital animation techniques to 8-14 year old youth

Fall 1999-2003 **CEO, President, Web Site Developer, Designer. Web Radicals Inc. Dearborn, MI**

- Design web pages.
- Develop graphical user interfaces and site structure.
- Maintain Unix web servers.
- Install custom CGI, Java, and JavaScripts for clients.
- Develop custom Perl and PHP/ MySQL applications for clients.
- Produce sites that utilize E-commerce.
- Produce and consult on Flash based websites.
- Oversaw all operations, including purchasing, sales, production, creative, and accounting
- Provide overall strategic and technical leadership to client/server, Web database, and Internet and Intranet application development projects.
- Provide oversight and management (planning, content, architecture, design, delivery, etc.) to organizational Internet and Intranet web sites.
- Liaison with clients, perform needs assessments, and assign incoming Web application (static and database-backed) projects to staff and oversee projects until completion.
- Provide project management in all phases of the development life cycle, including analysis and design, data modeling, user interface design, programming, prototyping, documentation, testing, and enhancements.
- Technical architecture, design, implementation, and support of multiple web sites and database applications using MySQL, HTML, Javascript, Perl/CGI, and PHP.

Spring-Fall 1999 **Computer Technician. Aquent Partners on contract to J. Walter Thompson. Detroit, MI**

- Repaired Macintosh and PC computers.
- Created ways for artists to be more technically efficient.
- Repaired and maintained Avid digital video edit systems.

Oct. 1998- Spring 1999 **Workstudy; TV Studio and Lab Technician. Henry Ford Community College. Dearborn, MI**

- Maintained multiple digital, audio, and video edit suits.
- Assisted students with digital, audio, and video editing.

Summer 1998 **Videographer and Editor. Springhill Camps. Ewart, MI.**

- Shot and edited up to two videos a week for 11 weeks.
- Edited videos on a Media 100 system
- Created 3D animations for video use.
- Duplicated 200-300 videos per week.

- Summer 1997 **Inventory Control Manager. Springhill Camps. Evart, MI.**
- Maintained inventory of dry and wet goods. (rotating stock, keep levels, scheduled delivery)
 - Managed distribution of food to two kitchens, which served 1100+ people 3 meals a day.
 - Assisted head cook in misc. capacities.
- Spring 1997 **Production Intern. WDET 101.9FM. Detroit, MI.**
- Maintained and operated broadcast and recording equipment.
 - Digitally edited commercials.
 - Set up recording equipment and mixed in studio bands for live broadcast.
 - Programmed satellite downlink and recording equipment for national broadcasts.
- 1996-2005 **Independent Contractor; Ford Communication Network, Ford Motor Company. Dearborn, MI.**
- Graphics Operator**
- Managed graphics for live satellite and webcast events.
- Distance Learning Technician (MIP Tech)**
- Maintained and operated distance learning and video-conferencing equipment.
 - Handled day-to-day operation of Multimedia Instructional Podium (MIP).
- Production Assistant**
- Set up staging, audio, and video systems for corporate events.
 - Facilitated successful operation of corporate events.
- Scheduler**
- Schedule, produce, and provide audio/visual presentation services.
 - Scheduled manpower, equipment, and outside vendors for small, medium, and large corporate events.
 - Managed coordination of equipment both on-hand and with outside vendors for multiple simultaneous meetings (from 35 –65 a week)
- 1995 -1996 **Production Assistant and Stage Manager. Trenton Public Schools. Trenton, MI**
- Managed Trenton High School's Auditorium Stage for various events.
 - Assisted in repair and maintenance of video equipment and phone network.
 - Various positions on video productions.
 - Tape operator for Trenton's public Access school television channel.
- 1995-1997 **Production Assistant. Freelance and Volunteer. TCI Cablevision of Woodhaven. Woodhaven, MI.**
- Various positions on video productions.

Speaking Engagements

- 2007 • SIGGRAPH 2007: Presented Space-Time Student Animation Competition Awards
- Master of Ceremonies for multiple SEMAFX and ACM SIGGRAPH events.
- 2006 • SIGGRAPH 2006: Presented Space-Time Student Animation Competition Awards
- Master of Ceremonies for multiple SEMAFX and ACM SIGGRAPH events.
 - IADT Detroit Industry Night: Co-presented a session on creative industry networking

- 2005 • SIGGRAPH 2005: Presented Space-Time Student Animation Competition Awards
- Master of Ceremonies for multiple SEMAFX and ACM SIGGRAPH events.
- 2004 • Master of Ceremonies for multiple SEMAFX and ACM SIGGRAPH events.
- Digital Gurus Unplugged; Member of panel presenting industry trends

Volunteer Work and Donations

- 2008 • ACM SIGGRAPH Education Committee Marketing and Sponsorship Coordinator
- Board Member of South-Eastern Michigan Professional Chapter of ACM SIGGRAPH.
- Donated web space for various causes.
- Advisory Board Member for Schoolcraft College's Computer Graphics Technology Degree Program
- Advisory Board Member for Art Institute of Michigan's Web Degree Program
- 2007 • ACM SIGGRAPH Education Committee Marketing and Sponsorship Coordinator
- ACM SIGGRAPH Space-Time Student Animation Competition Coordinator
- Produced ACM/SIGGRAPH 2007 Space-Time Student Competition DVD.
- Helped found the Detroit Creative Technology Office (DCTO), a collaboration of multiple Michigan Organizations, people, and businesses.
- Board Member of South-Eastern Michigan Professional Chapter of ACM SIGGRAPH.
- Donated web space for various causes.
- Judge for Media Communicators Association International's (MCAI) Video Competition
- 2006 • ACM SIGGRAPH Space-Time Student Animation Competition Coordinator
- Produced ACM/SIGGRAPH 2006 Space-Time Student Competition DVD.
- Donated time to Photoshop Soup 2 Nuts Conference for their "Graphic Shootout"; Worked as part of a winning 5 person team to complete a website, logo, brochure, and ad in one hour for Michigan Abilities Partners.
- Past-President of South-Eastern Michigan Animation and Special Effects Group (SEMAFX)
- Board Member of South-Eastern Michigan Professional Chapter of ACM SIGGRAPH
- Facilitated the donation of scholarship funds to from SEMAFX to Spring Hill Camps
- Judge for Media Communicators Association International's (MCAI) Video Competition
- Advisory Board Member for Breihaupt Technical Center, Detroit Public Schools' Computer Graphics program
- 2005 - Present • ACM SIGGRAPH Space-Time Student Animation Competition Coordinator
- Member of ACM SIGGRAPH Education Committee
- Advisory Board Member for Schoolcraft College's Computer Graphics Technology Degree Program
- Advisory Board Member for Breihaupt Technical Center, Detroit Public Schools' Computer Graphics program
- Judge for ACM SIGGRAPH Space-Time Posters Competition (2005 and 2006)
- 2005 • President of South-Eastern Michigan Animation and Special Effects Group (SEMAFX)
- Chair of South-Eastern Michigan Professional Chapter of ACM SIGGRAPH
- Advisory Board Member for Henry Ford Community College's Computer Information Systems Degree Program
- Design Promotional Flyer for Great Lakes Interactive Media Association's (GLIMA) "State of the Wireless" event
- Facilitated the donation of 6 Video Projectors from SEMAFX to Spring Hill Camps

- 2004 • Vice-President of South-Eastern Michigan Animation and Special Effects Group (SEMAFX)
- Vice-Chair of South-Eastern Michigan Professional Chapter of ACM SIGGRAPH
- 2004-2005 Graphic Designer for Youth for Christ, Detroit Chapter.
 - Created a new brand image for Youth for Christ, Detroit Chapter.
 - Created Brochures, Hole Signs, Souvenir Signs, and Digital Presentation Slides for Inaugural and Second Annual Golf Outings
- 2004 • Donated Webspace to Cranbrook Institute of Art.
- Donated Webspace to Detroit Science, Engineering, Mathematics, and Aerospace Academy (Detroit SEMAA)
- 2003 • Donated Webspace to The Lebanese American Heritage Club (LAHC)
- Membership Chair of South-Eastern Michigan Animation and Special Effects Group (SEMAFX)
- 2001 • Created Branding for Metro South Church
- 1999-2001 • Taught English to Arab-Americans at The Arab American Friendship Center
- 1997-Pres. • Various volunteer work donated to Spring Hill Camps.
- 1995-1997 • Volunteer Production Assistant for Wyandotte Cable.

Professional Organization Memberships (Past and Current)

- West Michigan Film and Video Alliance (WMFVA)
- Society of Motion Picture and Television Engineers (SMPTE)
- Media Communications Association International (MCAI- Formerly ITVA)
- Association for Computing Machinery (ACM)
- ACM/SIGGRAPH
- Digital Detroit
- South-Eastern Michigan Animation and Special Effects Group (SEMAFX)
- South-Eastern Michigan Professional Chapter of ACM SIGGRAPH
- MacGroup-Detroit

Education

- Current Ferris State University Grand Rapids, Grand Rapids, MI.
Currently enrolled as a senior in the Animation and Game Design Bachelors of Applied Science (B.A.S.) Program. Estimated graduation date: 8/08.
- 2007 – Current Schoolcraft College, Livonia, MI
Various classes in Computer Graphic Technology and Liberal Arts departments with intent to transfer credits to Ferris State University.
- December 2004 Henry Ford Community College, Dearborn, MI
Associate in Liberal Arts
Magna Cum Laude; Member of Alpha Xi MU, Phi Theta Kappa National Honor Society

- 1996 Trenton High School, Trenton, MI
High School Diploma
- 1993-1994 Wayne County Community College, Taylor, MI
High School Dual Enrollment. Courses included Intro to Computer Systems and Geology.