



Fred Dianda
graphic artist



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Experience

Artist/Animator, Preschool Prep Company | Danville, CA (October 2013 - Present)

- responsibilities include Flash animation and lip-synching of characters for Math Facts DVD/video series as well as print production for flashcards, coloring books, and workbook activities.

Titles Completed

MathFacts Addition & Subtraction

MathFacts Multiplication & Division

Lead Artist, PlayFirst | San Francisco, CA (May 2011 - September 2013)

Lead artist on Diner Dash Rush

- established art style and maintained a consistent visual look and feel throughout the entire product.
- animated numerous boost effects and UI screens and worked closely with engineers to ensure timing of animations.
- assisted and collaborated with outside contractor to create various character animations.
- fine-tuned several animations and UI elements using Cocos2D.
- responsible for providing mockups to engineers to make certain that animations were played as intended.

Lead artist on Diner Dash Classic

- provided art direction to Kavaleer Studios for the following venues: Undersea Adventures, Zesty Zeppelin, and Courtyard Café.
- updated in-game UI and various pop-up windows to provide a consistent, unified look throughout the game.
- led effort to up-res entire catalog of game assets from standard iPhone size to iPhone retina.

Titles Completed

Diner Dash Rush

Mall Stars

Diner Dash Classic

Contract Artist, Preschool Prep Company | Danville, CA (July 2010 - May 2011)

- assisted in animation of various segments for Phonics - Blends & Digraphs DVD series.
- responsible for designing numerous activities for Phonics - Blends & Digraphs workbooks.

Lead Artist, Digital Praise Inc | Newark, CA (April 2004 - April 2010)

Lead Artist on Hermie & Friends titles, VeggieTales Dance Dance Dance, Dance Praise 2 - the ReMix, and Guitar Praise

- able to perform and handle many different responsibilities ranging from graphic design to 3D game animation.
- created real-time and pre-rendered 3D artwork using Autodesk Maya.
- worked closely with offsite engineer to export and deliver DTS files suitable for Torque Game Engine.
- animated and lip-synched pre-rigged characters provided by GlueWorks Studio for Hermie & Friends products.
- responsible for creating additional textures and texture mapping when necessary.
- worked closely with Big Idea to design and create 3D jukebox for VeggieTales Dance Dance Dance game.
- designed numerous posters and convention/expo banners ranging from 18" x 24" to 31.5" x 79" in size.
- created online web banners for Adventures in Odyssey products.
- responsible for laying out and designing several of the company's retail packaging (including CD imprints and DVD entrapments).

Titles Completed

aMazing Bible for PC/MAC

aMazing Bible for iPhone

aMazing Journey Through Time for iPhone

Cosmic Defender for iPhone

Adventures in Odyssey and the Sword of the Spirit

Adventures in Odyssey and the Treasure of the Incas

Adventures in Odyssey and the Great Escape

Hermie & Friends - Flo: Return of the Water Beetles

Hermie & Friends - Buzby: Breakin' All the Rules

Hermie & Friends - Camping the Bug-A-Boo Way

VeggieTales Dance Dance Dance

Dance Praise 2 - the ReMix

Answer That! Adventures in Odyssey Trivia Game

Guitar Praise

Contract Visual Designer, Intuit | Mountain View, CA (February 2003 - May 2003)

Visual Designer for Quickbooks Manufacturing & Wholesale and Retail editions

- designed and created several navigator icons.
- responsible for developing navigational layout screens.

Titles Completed

Quickbooks 2004 - Manufacturing & Wholesale Edition

Quickbooks 2004 - Retail Edition

Primary Artist, Riverdeep - The Learning Company | Fremont, CA (July 2001 - December 2002)

Primary Artist on Batman - Toxic Chill pre-production, Reader Rabbit Learn to Read, and Star Flyers - Royal Jewel Rescue titles

- developed concept and secondary character art for many activities.
- responsible for designing several activity backgrounds.
- produced final pencil drawings for numerous activity backgrounds.
- created and animated a variety of activity ambients.
- contributed in the lip-synching of secondary and main characters.
- assisted in the compiling of activities for both Reader Rabbit Learn to Read and Star Flyers - Royal Jewel Rescue.
- responsible for giving art direction to outside vendors and making sure that the art met company standards.

Lead Artist, Gores Technology Group - The Learning Company | Fremont, CA (September 2000 - July 2001)

Lead Artist on Reader Rabbit Preschool title

- established the look and feel for the entire product.
- created the HUB and all activity background layouts.
- produced final pencil drawings for all activity backgrounds.
- developed all secondary characters and turnarounds for each character.
- animated several ambients and effects on product.
- storyboarded opening movie.
- compiled movies and activities using Macromedia Director.
- assisted in the lip-synching of secondary and main characters.
- worked with internal cross-functional teams to ensure the proper integration and functionality of all assets.
- received Riverdeep Outstanding Achievement Award as Lead Artist on Reader Rabbit Preschool title.
- artwork received outstanding honors from Children's Software Review (4.9 out of 5.0 stars).

Ink & Paint, Mattel Interactive - The Learning Company | Fremont, CA (July 1998 - September 2000)

Part of the Ink & Paint department on several Reader Rabbit and Cluefinders titles

- designed launcher/installer, sell, and product online screens for Madeline and Sesame Street.
- assisted in doing digital ink and paint, animation cleanup, and animation in-betweening.
- created a multitude of graphics and icons for several of the company's products.

Titles Completed

Reader Rabbit - I Can Read with Phonics

Reader Rabbit - 2nd Grade (Classic Version)

Reader Rabbit - Playtime for Baby

Cluefinders Math Adventures

Cluefinders 4th Grade Adventures

Cluefinders 5th Grade Adventures

Zoombinis - Mountain Rescue

Reader Rabbit Preschool - Sparkle Star Rescue

Reader Rabbit - Learn to Read

Star Flyers - Royal Jewel Rescue

Education

San José State University | San José, CA

Bachelor of Science in Graphic Design with an emphasis in Illustration

Cañada College | Redwood City, CA

Associate of Arts in University Studies and in Art

Software

Adobe Animate/Flash • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe AfterEffects • Adobe Dreamweaver • Adobe Premiere • Adobe Encore • Adobe Acrobat • Autodesk Maya • Quicktime Pro • Particle Designer