



# Jordan Cadby

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## Profile

Through both work and personal experiences I have developed excellent communication and interpersonal skills. I am a self motivated team player whilst also being able to work effectively and creatively upon my own initiative. I am enthusiastic and hardworking and I aim to continue working and developing with like minded people to further my own, as well as others, creative development.

## Skills

I am highly proficient in many professional software applications including After FX, Photoshop, Illustrator, Premier and 3D Studio Max. I am a certified Pro User of both DVD Studio and Final Cut Pro, and have in-depth knowledge of sound engineering applications Logic and Adobe Sound Booth. In addition, I have developed an excellent working knowledge of photography stills, film, and lighting through both education and personal development.

## Other Skills

I have excellent computer literacy and am highly proficient in all Office Applications. I have developed a good working knowledge of several Workshop skills, including using lathes and milling machines. Additionally I have gained experience in Model Making as part of my time at University.

## Employment

### Freelance - April 2008

Projects include; Motion GFX on TV adverts for one of the biggest online shares and indices trading companies CMC Makerts. Animation and CD Album Artwork, for singer song-writer "Jo-Hamilton". Promotional video and stills photography for GateCrasher Plc. The re-branding of a flagging theatre company. Branding a new Business Consultancy company. Numerous corporate video projects, including work for the NHS, JISC, Highways Agency, Health Exchange and many more. As a freelancer I have supplied the following services to a high standard, photography, editing, web design, print design, Motion GFX, DVD Design, Creative consultancy, running, production assistant, scripting and producing. As well as client work I also try to complete my own projects, currently I am working on my next animated short film "Left at Albuquerque", when its finished I'll be entering it into festivals.

### Gas Street Works - Designer - Oct 2005 – Jan 2008

I was employed originally by Gas Street Works as an editor, however as their work required more and more GFX I shifted to fill the role of designer, soon after this I became the lead designer on most projects. This developed into me running their design team. My role included the management and creation of all motion graphics, design and authoring of DVDs, title sequences and graphics driven video for all manor of private and public sector clients as well as print and web design. Specific work includes, graphics and editing for the 2005/06 and 07 ICT in Practice Awards (16 short documentaries), graphics and editing for a series of virals commissioned for the soft drink Dandelion and Burdock, promo films, health information films aimed at young people, adverts and many more.

My time at Gas Street Works not only allowed me to build on my core design/editing skills but it also greatly enhanced my organisational and time management skills continually working to meet tight deadlines with high quality outputs. On a daily basis I would liaise with print compaines, duplicators, clients and freelancers. Towards the end of my time with Gas Street I saw myself running more and more projects from start to finish, including scripting, directing, editing and producing. This allowed the company and myself to initiate more projects with creative design form the start. In the whole creating a better product.

## Work Experience

### Smoke & Mirrors Productions - Production Assistant - Sept 2005

I completed two weeks work experience here, after their facility director saw my work and asked me to come in. Whilst there, I observed and worked with 2D flame operators, the 3D department and also the MCR. During this time I gained valuable hands-on experience in addition to an important insight into the industry.

## Education

### Lincoln University

#### BA (Hons) TV and Film Design 2002 - 2005

During my time at university I developed a professional work ethic, as well as developing my visualisation skills. I also developed my team work and creative problem solving skills and taught myself to see films and directing as a design process. I finished top of my year with a high 1st Class BA Honours Degree. Whilst there I concentrated on my design skills, attending and organising tutorials with industry professionals who came in and worked through aspects of designing films and adverts. The course involved me mixing and working with students from all years and all disciplines, often in a mentoring capacity. Several of the films I created whilst on this course went on to be nominate for or win awards.

### SouthBank University 2001 – 2002

I completed the first year of a Bsc (Hons) degree in Special Effects. Aspects of this course included; Lighting Techniques, Prosthetics, Sound engineering, model creation, workshop skills, and 3D computer animation. I achieved a Foundation Level in Special Fx Engineering and Design. I left this course due to a much needed change in direction.

### Solihull Sixth Form College 1999 – 2001

A Level's; Maths, C, Physics, C, Design and Technology, C, General Studies, C. 2 OCN modules in Psychology, 2 OCN modules in media studies. Whilst at college I was also appointed the college welfare officer, this involved me organising charity events as well as providing informal lectures in sexual health and drugs awareness.

### Light Hall Secondary School 1994 – 1999

9 GCES'S grades A – C. Including Maths A, Science A (dual), and English C.

## Personal Achievements

Winner of the Midlands Short Film Festival: The City

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Nominated for a RTS award, animation category: PS3 Advert

Short listed for of the Midlands Short Film Festival: Hard times

Short listed for FilMid best animation Short: Madraykin

Short listed for FilMid best drama Short: Hard times

Short listed for Hull international Short film festival: The City

My films were played on rotation in Jan-Feb 2008 as part of the BIG SCREEN project in Birmingham, this project is run by the BBC. The BBC also ran a season of experimental films in 2007, my work was also included in that line up.

"Having my film on the cover of a magazine," I was included in the magazine "Ten 4" created by ideas factory. The magazine includes a film of mine on the cover DVD and also a brief interview with me about my views on creativity in Birmingham.

I was also the first ever person to become a Final Cut Pro User at the Birmingham NTI building.

## Interests

### Mixed Media:

I am a really big fan of mixed media, and this is prevalent in many of the short films and projects I undertake. Design that blends different mediums was the subject of my dissertation, titled "Holy Moving Image Batman", which looked at the use of intertextuality in Batman comics and also the duality of comics and other fictional media.

### Music:

I enjoy music immensely and enjoy expressing my creativity in this way also. I am a member of a band that plays at various events in and around Birmingham, and am their lead song writer.

### Photography:

One of my passions is stills photography. Currently my main focus is photographing bands; however I also experiment with light painting. I have also just got back from traveling halfway around the world, I was able to photograph many wierd and wonderful things that have also made there way into my photography portfolio.

### Rock climbing:

I enjoy keeping fit in any way I can, and have recently undertaken rock climbing. My most recent expedition has taken me to Wales and the Ogwyn Valley.

*Academic and professional references available on request.*