



Nikolai Bokolichvili

858 382 0352

nikolai@gravityfx.com

www.gravityfx.com

Summary

Senior Web/Multimedia Creative developer with 16 years of experience. Specializing in Front-End Interactive Technologies. Extensive experience in management and development of web content, mobile apps, UI/UX design, advanced motion graphics, video and 3D animations.

Skills

Adobe, Sketch, Balsamic, etc..

UX and Interaction Design

HTML, CSS, JS, JQ, BS, etc..

Video, Motion Graphics, 3D

Creative, Technical Lead

Awards

Brandon Hall - Gold Award
Excellence in e-Learning

Telly Awards - Silver Award
"Be Bullish" Campaign
Merrill Lynch

Education

NYU - BFA, 2001
Interactive Media and VFX

WORK EXPERIENCE

Creative Director, UX/UI Designer, Video animator

HOOKIT.com (start up) 2014-Present

Multidisciplinary position of "Creative/Production Head" in the start-up environment.

- Oversaw Design and UI development for mobile and desktop software applications.
- Worked with software architect to determine application requirements and functionality.
- Developed interactive prototypes, mockups, built markups utilizing internal UI libraries.
- Created digital persona, user-to-brand experiences via interaction models and charts.
- Injected user-experience focus into dozens of website properties for major brands such as Monster Energy, Suzuki, GoPro, EdgeSport, Specialized, KTM, Husqvarna.
- Hand coded and optimized responsive web content using: HTML5, CSS 3, JavaScript, JQuery, Bootstrap, Github, Sketch, Balsamic, Invision, Adobe CS, and Maya 3D for product visualization.

Interaction Designer

WEBSSENSE Inc. 2010-2014

- Responsible for design and development of all marketing campaigns (web, video, print).
- Designed and produced microsites, animated product comparisons using 3D and Motion Graphics for interactive cyber-security presentations.
- Filmed and edited video interviews.
- Supervised team of 5 designers/developers and outsourced extra production.
- Hands on web content development using HTML 5, CSS 3, Javascript, JQ, BS.
- Purchased and rented various video, audio and light equipment for internal productions. Extensive use of Adobe Creative Suite and Maya 3D.

Interaction Designer

RED DOOR INTERACTIVE 2007-2010

- Led and inspired teams of Art Directors, Designers and Programmers by communicating creative and interactive innovations.
- Focused primarily on heading up the design and production for clients: Cricket Wireless, Adidas, Taylormade Golf, Rubio Restaurants, Polaris Pools.
- Conducted kick-off meetings with clients and internal teams.
- Identified technical approach which was required to establish brand's visual identity.
- Used JS and Adobe Flash AS for advanced video and 3D product presentations.

Creative Director

LEARNING EVOLUTION 2004-2007

- Managed Creative Department of 15 designers, developers and project managers.
- Concepted and produced award winning online university courses for PepsiCo brands.
- Developed visual and tech requirements through discussions with clients and internal project team members.
- Identified functional specifications, designed wireframes and wrote storyboards .
- Hands on design and development using: HTML, CSS, JS, Macromedia Flash, Actionscript, Adobe Creative Suite, Maya 3D and video-audio equipment.

Creative Director

GRAVITYFX 2001-2004

- Responsible for design and execution of multiple complex interactive, video and 3D animation projects for clients: Amylin Pharmaceuticals, Maxim Pharmaceuticals, Remec, General Atomics, Respironics, MGM and L3 communications.
- Ensured clients satisfaction on each timeline milestone and delivered quality project within approved budgets.

Multimedia Designer

MERRILL LYNCH 1999-2001

- Multimedia and Interface designer supporting both the company visual identity, intranet, as well as the public website.
- Produced broadcast commercial using brand's new "digital bull" visual approach. Used Maya 3D, Macromedia Flash, Adobe Photoshop/Illustrator.