

Connor Whalen
Bachelor of Arts, Sports Media

Contact Information

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Work Experience

Mesquite Championship Rodeo (Freelance, June 2020)

- Creating a new and rebranded professional logo, bumpers, replay graphics from scratch.
- Graphics were created remotely and included a 3D shadowed text with moving camera effects.
- Delivered to client quickly and efficiently. (offered job on Tuesday, delivered by Thursday)

Allen Americans Professional Hockey Club

Manager of Creative Services (August 2019- April 2020)

- Creating a variety of visual concepts, by hand or using software to communicate ideas that inspire, inform or advertise to consumers.
- Meet with future clients and sponsors to truly understand their needs and discover a graphic vision to be used on multiple platforms including print, website design, graphic illustration and/or stunning presentations. All to best communicate that client's needs and make it a lasting visual for consumers.
- Find ways to advertise and market the Allen American brand. With a sports team, I am selling a brand at all times. Every time the team logo or name is shown on a graphic I've created it must be alluring and agreeable with all viewers/ consumers because they are the life support of the brand.
- Constantly meeting with the Social Media Manager to discuss media outreach strategies and create content like graphics, GIFs, photos, videos, typography, etc. and deliver it in a timely manner.
- Working closely with the Director of Game Entertainment and Community Relations, marketing team, and sales team to ascertain what the message or advertisement is and portray it through distinguished mixtures of layouts, typography, graphic designs, and more.
- Meet with the directors of different departments and the client to determine the scope and coverage of a project, advise and plan on strategies to most effectively target a specific audience or a broad audience.
- Creating graphics including motion and animation for a 360 degree ribbon board within the arena as well as main board graphics.
- When needed, running essential game time positions like sound board, show control, graphics machine, and camera operations.
- Lead a team that is constantly coming up with rebranding and fresh ideas for promotional nights, then creating graphics and animations to play live in order to give fans a more immersive and enjoyable experience.
- Preparing, filming and editing video content weekly.

Institute for Teaching and Learning Excellence at Oklahoma State University (ITLE)

Graphics and Animation Designer (Jan. 2019- May, 2019)

- Manage an intensive work flow of graphic illustration and design editing independently to meet tight deadlines while utilizing the Adobe Suite.
- Work with external departments at Oklahoma State University to create, develop, edit and produce graphical assets, typography, layouts and media content for internal and external presentations as well as advertising and media engagement. Presentations and pitches were delivered by me to Directors and Heads of departments of OSU.
- Worked collaboratively with the senior graphic animation designer and creative director to create the new Oklahoma State official website (go.okstate.edu).
 - To start, I drew out the new layout with pencil and paper, to make it flow more openly with less clutter and links, I designed it to not require you to click "next" on the bottom of site pages anymore so viewers could easily get to the information they're looking for on one page.
 - Changing color schemes to be brighter and simplified helped to give the site more of an open and energetic look, changing the typography helped to aid the color schemes and add to the flow of the site and catch viewers eyes.
 - After presentation and approval I brought it to life in photoshop.
 - I worked closely with our coding and HTML writer to create an interactive working draft of the site online.
 - I presented it to the creative director, and the director of ITLE who then brought it to the President of the university and board of directors for a final decision.
 - After a few small changes to background images the site is live and working.

- Lead designer on developing an updated graphic version of the Oklahoma State Science and Engineering Fair (OSSEF) logo. Included an additional package that contained a logo reveal presentation and animated version of the new logo.
- Working closely with other in house team members, I assisted with the production of educational graphics and animations for the USDA
 - The project consists of a presentation including more than one hundred slides all containing an array of graphics and content.
 - Using the Adobe Suite I created graphics including vector images and cartoons of Cattle, chromosomes, demonstrations and visually grabbing elements to compliment each slide.
- Constantly designing and freshening up logo designs for departments and organizations at OSU including the rebranded OSSEF logo, the Wellness Center, ITLE webpage dashboard and facility images, Canvas thumbnail image and its design on the OSU webpage, and more.
- Tasked daily with changes in sizing, coloration, depth, image redesign, typography design and over all presentation of media elements.
- Animating 2D and 3D graphics for a variety of consumers both inside and outside of OSU.

O-STATE TV: The O-State Report

Multi-role worker (Jan. 2019- May, 2019)

- Producer: taking all elements that were entered by fellow members of the news production and putting them all together for a live news show. Elements include full story packages, voice overs, copy stories, graphics, commercials, and live visuals.
 - Required script writing for on air talent and reporters. Creating exact time slots for every segment of the show with zero tolerance for going over run time allowed and creating and communicating deadlines for cast members.
- On-air talent: Presenting news stories for television in front of the camera and interviewing guests.
- Reporter: creating story and content packages, traveling to locations, filming a variety of shots and interviews, writing a script for a full story segment and a script for the anchors to read as a voice over.
- Camera operator both in the studio and the field.
- Floor Director: Working together with the studio crew and cast members in order to have a smooth production. Other responsibilities include giving cues, time counts for anchors, and instruct camera shots to their operators.

O-STATE TV: Field Production

Lead Graphics Developer and Operator (Aug. 2018- Jan. 2019)

- Tasked with creating lower thirds, logos, graphic designs for fliers and programs, art deco typography designs and promotional graphics from scratch for events such as Miss OSU, Mr. and Ms. International, and the OSU homecoming parade.
- Social media influencing and promoting events. Through multiple social media platforms I was tasked with creating graphics to advertise events like Miss OSU and the OSU Homecoming Parade.
- Along with creating graphics, I spent large amounts of time working with sponsors and event personnel to create advertisements, transitions, bump ins and outs, as well as lower third name plate templates and intermission animated graphics.
- After designing and creating graphics, I would run them live from within the studio.
- Operated all graphics for duration of the Oklahoma State Homecoming parade on the Dejero mobile platform.

Software Skills

- Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Lightroom, Adobe Premiere Pro, Adobe Media Encoder, Final Cut Pro, Apple Motion, Microsoft Word, Microsoft Power Point.

Education

Bachelor of Arts, Oklahoma State University- Present