

## WORK

**33North LLC : Founder** 1/05 - current

33North is a full-service digital arts studio located in Phoenix, Arizona, established by me in 2005. I have endeavored to assist my clients in staying abreast of the latest design trends and technologies. Specializing in agency-level solutions, I focus on delivering photo-realistic 3D renderings and animations, motion graphics, game assets, as well as AR/VR and mobile design solutions.

**R&R Partners Agency : Digital Artist** 11/18- 3/20

My responsibilities at R&R Partners encompassed both 3D design and development, along with 2D motion graphics creation for diverse advertising campaigns. I played a key role in designing and producing graphics for augmented and virtual reality projects, serving prominent clients such as Boeing Corporation, City of Las Vegas, Facebook, and Instagram.

**Oceanhouse Media : Art Director** 1/09 - 1/14

My responsibilities at OceanHouse Media involved developing templates for diverse mobile app categories in collaboration with Hay House Publishing. Furthermore, I played a pivotal role in designing numerous flagship apps across all categories, and also designed several games for Dr. Seuss Enterprises.

**Ping Golf : Art Director** 4/10 - 2/15

As an independent contractor at Ping, I spearheaded the UI/UX design for their proprietary fitting software, 'nFlight', along with crafting marketing graphics, animations, and 3D assets for the application. Additionally, I designed the Ping general mobile app, the Ping putter fitting app, and an AR product marketing app. Furthermore, I led a team of eight artists and developers to create 'Pingology', a gamified certification program for fitting customers to Ping clubs. Pingology offered level-based competition for prospective fitters to attain official Ping certification.

**Serbin Communications Inc : Editor for Play Illustration** 1/10 - 1/14

As editor for Play I managed all on line content, redesigned their web site, developed contests, promoted all represented artists and brought in new members. Additionally I managed all social media.

**Art Institute of Phoenix : Instructor** 8/02 - 8/08 & 8/18 - 5-18

Served on the board for Game Art & Design at the Art Institute of Phoenix from 2002 to 2008, actively participating in curriculum development. Taught various courses within the Game Art and Design program, covering animation, game design, lighting and surfacing, and environment creation.

**Phoenix College : Instructor** 9/00 - 9/02

Instructed general 3D modeling and animation courses. Provided guidance on utilizing 2D and 3D programs, notably Lightwave for modeling, animation, lighting, environment creation, and surfacing, as well as the Adobe suite for texture development.

**Banned From The Ranch : VFX Artist** 1/97 - 6/99

Served as a VFX artist for feature films and broadcast media at Banned From The Ranch. Responsibilities encompassed conceptualizing solutions for VFX shots and participating in daily meetings with VFX supervisors. Contributed to notable projects such as Titanic, Dr. Doolittle, Spawn, Metal Fighter, Deep Rising, as well as commercial spots for Nissan and MTV.

**Presto Studios : Art Director** 7/94 - 1/97

I started as lead texture and surfacing artist on The Journeyman Project 2 "Buried in Time" then advanced to Art Director for "Gundam 0079 - The War for Earth" and The Journeyman Project 3 - "Legacy of Time".

## EDUCATION

**Northern Arizona University : BS Visual Communications** 1986 - 1990

I initially pursued physics as my major at NAU for a few semesters before transitioning to the School of Communications to focus on graphic design. I earned my BS in Visual Communications with an emphasis on graphic design. Notably, I received a full tuition scholarship for four consecutive semesters based on my photography work. As NAU didn't offer a computer arts degree at the time, I embarked on an independent study curriculum. Collaborating with Craig Caldwell, the computer graphics teacher, we expanded the single CGI course into an independent study program, which steadily grew each semester. By the time of my graduation, this initiative had evolved into a thriving full CGI curriculum, contributing to the establishment of NAU's robust computer arts department.

**Scottsdale Community College** 1985 - 1986

Course of study, physics.

## SKILLS

Throughout my career, I've utilized a wide range of production packages, witnessing and often influencing the evolution of CGI production software over the past 25 years. As a beta tester for numerous 2D, 3D, and simulation packages, I've remained at the forefront of development. I've also contributed to software manuals for 3ds Max, Cinema 4D, and Electric Image as a writer.

Proficient in **Adobe Photoshop, Adobe After Effects, and 3ds Max**, which I use daily and have taught extensively. Additionally, I'm adept in the following software: **Figma, Spark, the Adobe suite, Cinema 4D, Lightwave, Maya, Sketch, Blender, Unity 3D, Unreal, Video Copilot Suite**, and various third-party add-ons to my preferred production software.

As a writer, I've contributed to industry books and magazines, including regular columns for 3D World magazine and editor roles for publications like Mastering 3D Graphics and Play Illustration. I have also lectured and represented at trade shows for production companies such as Presto Studios and EA, as well as software developers like Adobe, Discrete, and Stratavision since the early 90s.

Then there's **AI** and yes, I'm all over it!

## PROPS

**Michel Kripalani**

President and CEO Oceanhouse Media Inc.  
*Frank has an excellent design sense and great work ethic. His technical and management skills are solid. It was a pleasure having him as the Art Director at Presto Studios for many years. I would be happy to work with him again someday.*

**Phil Saunders**

Motion Picture and Film Consultant/Contractor.  
Designer of Ironman. *"Frank is an exceptional artist. His work at Presto set a new high bar for graphics in the game industry, and since then he has continued to innovate through his own work. I have worked with Frank both as a supervisor and as a sub-contractor, and from both sides I have found him to be a dedicated and flexible collaborator. He is a pleasure to work with and a unique talent. I wouldn't hesitate to recommend him."*

**Josh Kirschenbaum**

VFX Supervisor, Nomad Editing Company  
*"Frank is one of those artists that believe the devil is in the details - he adds a taste of "reality" to his work that takes it to the next level"*

**Rick Snailum**

Creative Director, Discount Tire  
*"I have worked with Frank on several occasions with 3 different companies. I have contracted Frank for 3D work because I needed photo-real images and Frank is the best. My clients range from Multi-national car companies to children toy companies. Frank always delivers the same high-grade of service with every project. I recommend Frank and 33North for any of your modeling projects."*



As the founder of 33North, my commitment lies in delivering agency-level solutions tailored to each client's needs. Established officially in 2005, my journey began in the early 90s with a focus on delivering top-tier 3D illustrations and animations. Over the years, I've expanded my expertise to cover a wide spectrum of services, including illustration, animation, education, game development, motion graphics, VFX, mobile solutions, AI, AR/VR, and product visualization. My goal is to provide clients with a sharp, clean, cutting-edge look that elevates their brands.