

1
CREATIVE
ABILITIES

2
HIGH-SPEED
CG DEVELOPMENT

3
FUTURE
TECHNOLOGIES

QUINN DIGITAL CONSULTANT
CREATIVE PRODUCER
TETTERTON BIO
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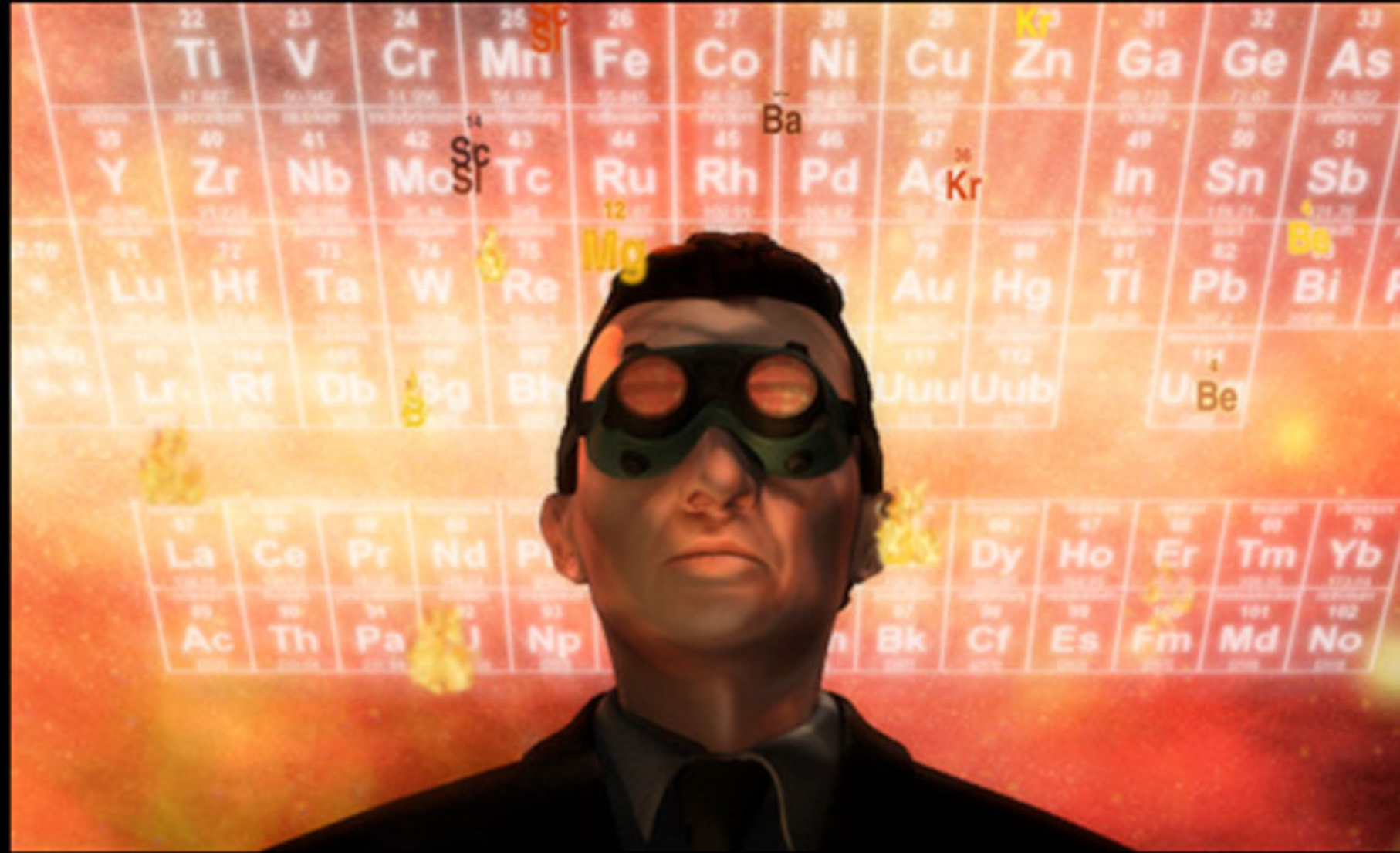
Quinn Tetterton is a **Digital Story Builder** known for distilling complex ideas into compelling communication. He has created and held positions including producer, writer, animation director, creative director, experience designer and entrepreneur. His clients have included: Walt Disney Imagineering, Disney Interactive, Vivendi Universal, MTV Virtual Worlds, Electronic Arts, Fox, Activision, Mattel, Atari, The Discovery Channel, Ogilvy PR Worldwide.

As an **Executive Creative Producer**, Quinn has liaised between marketing executives at Sony Wonder, Sony Home Entertainment, Lionsgate, Mattel, March Entertainment, MGA Entertainment, Neopets and MTV Virtual Worlds.

credentials

PART

1: CREATIVE ABILITIES



ONE MAN USING MANY SKILLS:

PHOTOPAINTING
ILLUSTRATION
GRAPHIC DESIGN
STORY BOARDING
COPY WRITING
ART DIRECTION
AND IMAGINATION

QUINN TETTERTON



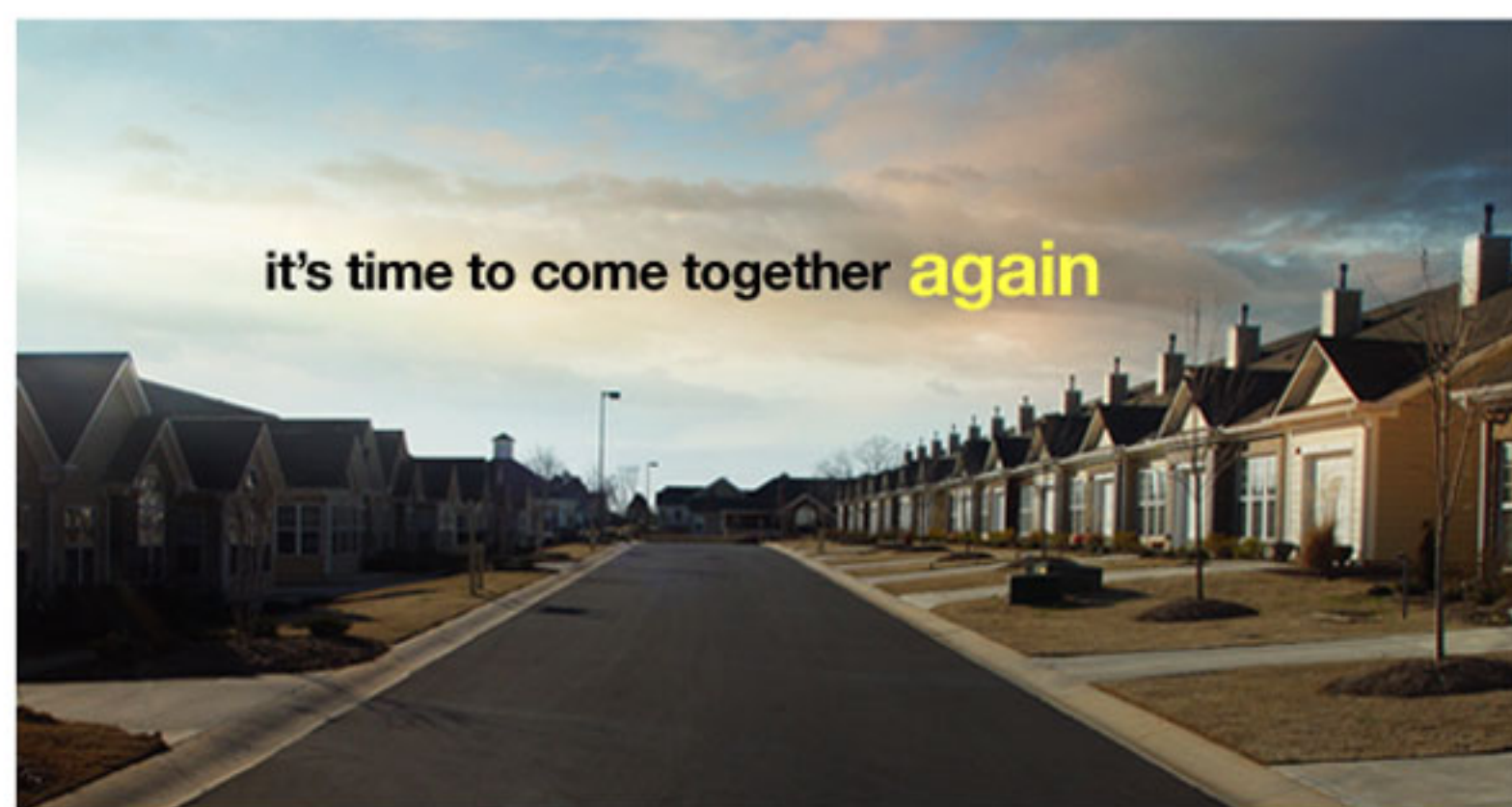
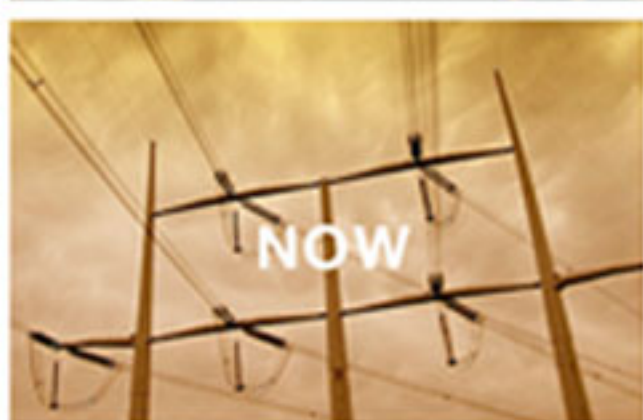
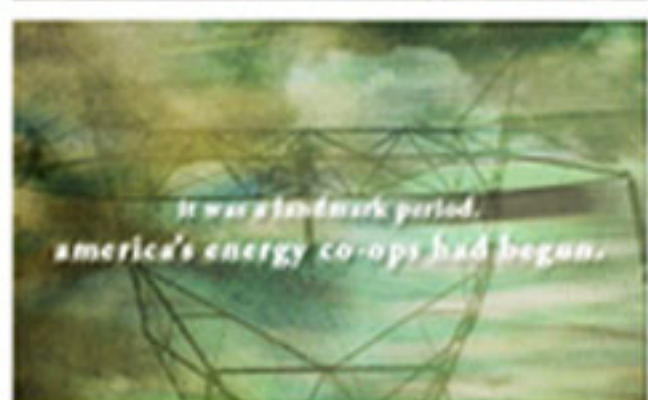
THESE STILLS ARE TAKEN FROM A-BOMB, A CONCEPT PIECE BY MEDIA NATION & QUINN TETTERTON, COMMISSIONED BY THE HISTORY CHANNEL. THE GOAL: DEMONSTRATE WHAT A [CG+2D] "GRAPHIC NOVEL" APPROACH WOULD LOOK LIKE IN THE CONTEXT OF DOCUMENTARY PROGRAMMING.



THE HISTORY CHANNEL

THIS AD MAN

CREATED TWO 3 MINUTE VIRAL VIDEOS
DELIVERED IN 18 DAYS.



THE "AMERICA IS IN TROUBLE" CAMPAIGN RESULTED IN OVER 1 MILLION CALLS BY ENERGY CO-OP MEMBERS TO CONGRESS.

Ogilvy

Ogilvy Public Relations Worldwide

QUINN
TETTERTON

CREATING EXPERIENCES



VIRTUAL WORLDS

QUINN TETTERTON

HAS DESIGNED AND ART DIRECTED VARIOUS MMO GAMES:
BRASH ENTERTAINMENT
NEOPETS

- KEY QUEST

MTV VIRTUAL WORLDS:

- THE HILLS
- LAGUNA BEACH
- VLES [VIRTUAL LOWER EAST SIDE]

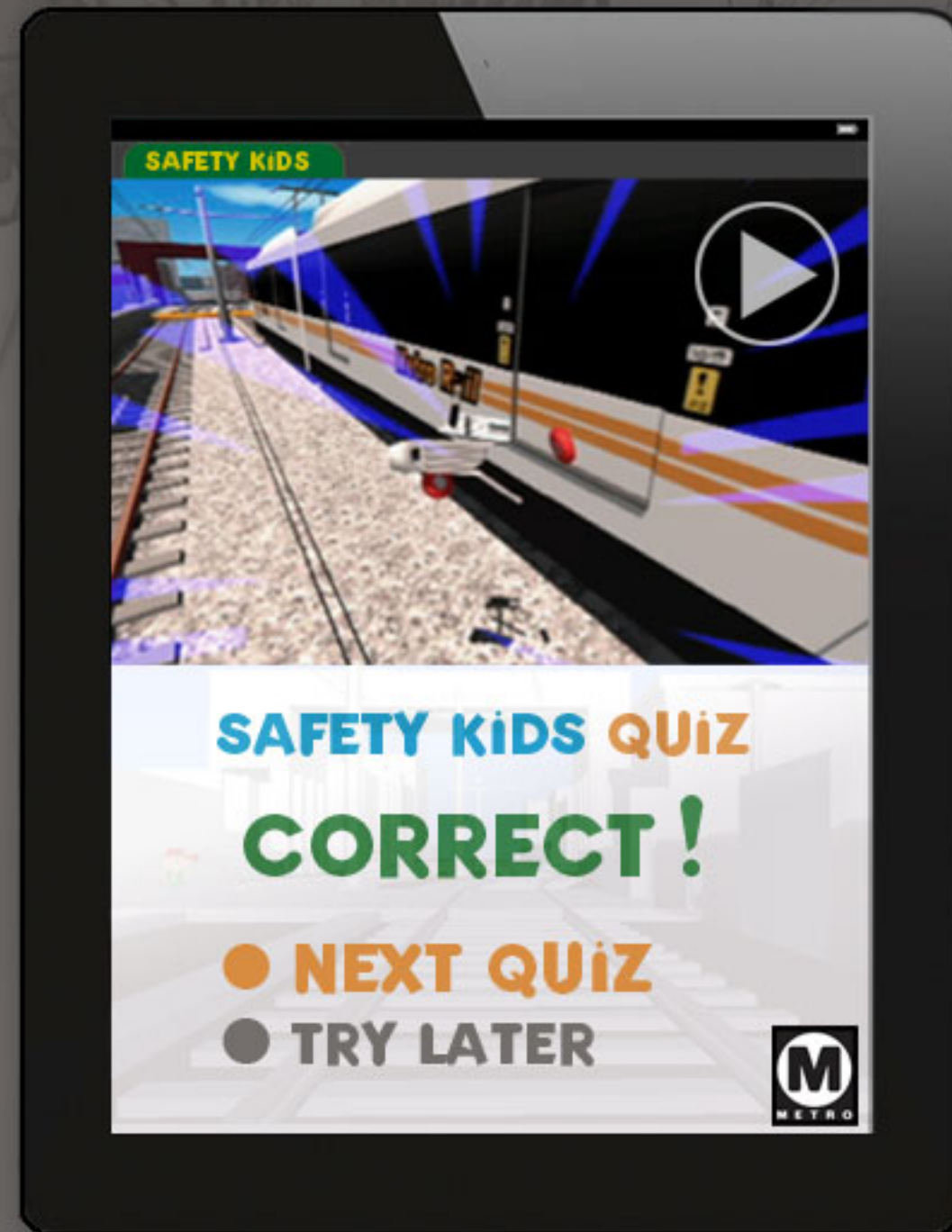
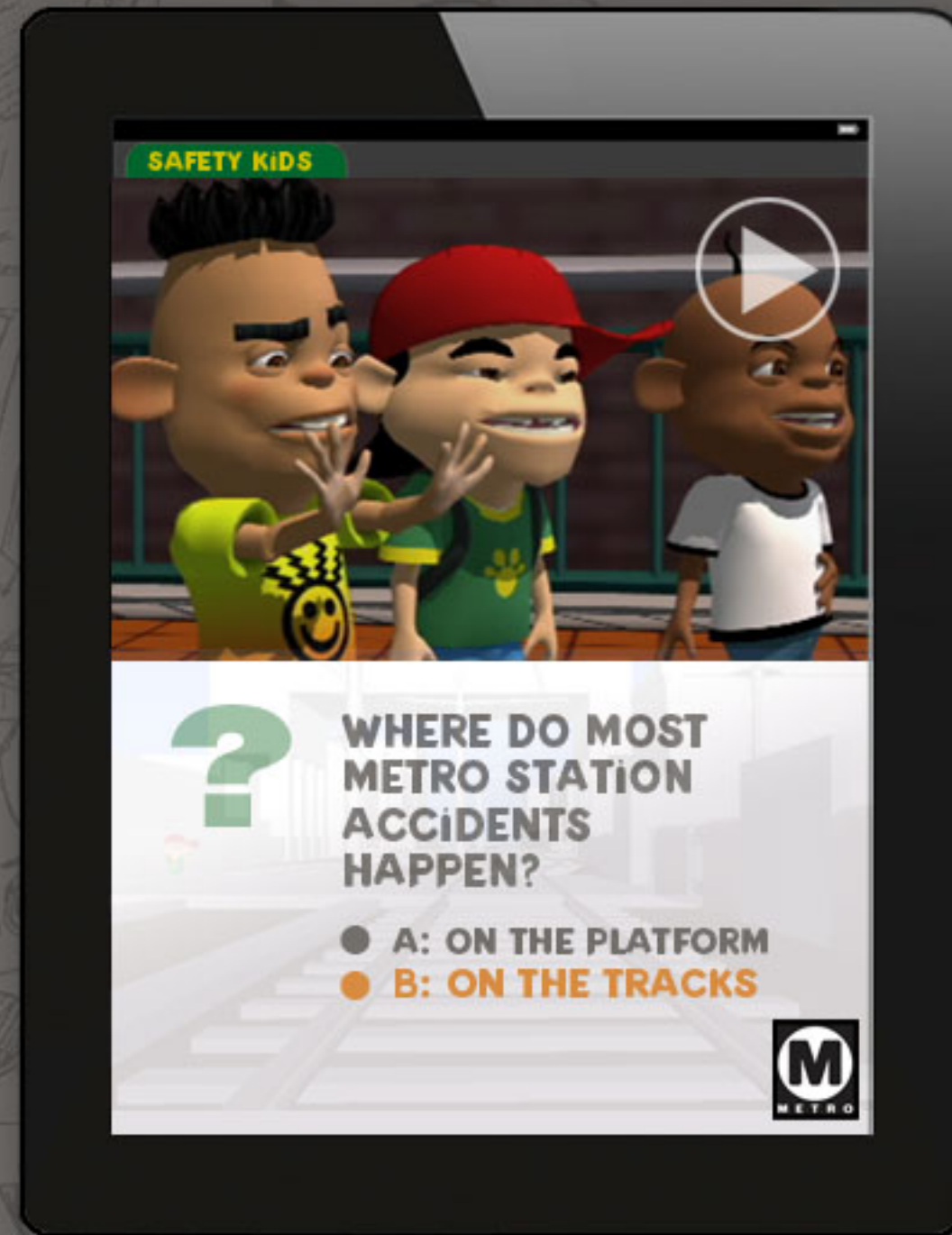


MOBILIZING CONTENT



“TRACKS ARE FOR TRAINS - NOT FOR PLAYING GAMES” IS AN ANIMATED VIRAL / BROADCAST CAMPAIGN CO-DIRECTED AND WRITTEN BY QUINN TETTERTON THROUGH XLT {EXTRA LARGE TECHNOLOGY}. THE DIGITAL CHARACTERS WERE CREATED FOR THE CLIENT: THE LOS ANGELES METRO TRANSIT AUTHORITY, WITH THE GOAL OF RE-USING THEM ACROSS MULTIPLE INTERACTIVE PLATFORMS.

QUINN TETTERTON



Dialogue: Billy: You wanna see something tight?

PART

2:

DELIVERING


HIGH SPEED CG DEVELOPMENT



HOW?
BY OFFERING YOU
A TEAM OF
ARTISTS &
TECHNOLOGISTS
WHO CAN SUPPORT
YOUR EFFORTS
IN DECREASING
PRODUCTION COSTS
AND INCREASING
PROFITS.

QUINN
TETTERTON





**QUINN
TETTERTON**
IS CURRENTLY
ONE OF THE FEW
CREATIVE PRODUCERS
OUT THERE
WHO CAN
OFFER YOU
STEREOSCOPIC,
2K OR 4K PLATES
IN REAL-TIME.

SINCE 2004
QUINN TETTERTON
HAS ENJOYED THE
FLEXIBILITY OF BEING
RENDER FARM FREE
AND NOW -
SO CAN YOU.

1080p IMAGE
RENDERING TIME
1 SECOND



**IF YOU HAVE
2 MILLION
DOLLARS TO
PRODUCE 80
MINUTES OF
CG FOOTAGE
YOU NEED
A CG PRODUCER
THAT KNOWS WHEN TO
TELL THE DIRECTOR TO
STOP...
WITHOUT
COMPROMISING
VISUAL QUALITY.**

**QUINN
TETTERTON**



ON THIS PRODUCTION...

QUINN TETTERTON WAS THE FINAL WORD ON THE WORK SUBMITTED BY:
5 MODELERS AND 10 ANIMATORS IN INDIA, 8 ANIMATORS IN CANADA,
MUSIC AND SOUND MIX BY 3 LA COMPOSERS/ENGINEERS, AS WELL AS THE
FINAL ANIMATION, LIGHTING, TEXTURES AND MATERIALS APPLIED TO ALL
90 MINUTES OF FOOTAGE BY A TEAM OF 32 L.A. ARTISTS.

QUINN TETTERTON



CREATIVE PRODUCER IN CHARGE OF PRODUCTION FOR PLAYMOBIL'S: THE SECRET OF PIRATE ISLAND



PART

3:

THE FUTURE IS HERE: 3DHD

THE FACTS: 3DHD CONTENT

IS BEING DISTRIBUTED
THROUGH DIRECT TV,
SONY- IMAX, AND
DISCOVERY. ESPN NOW
BROADCASTS MAJOR
EVENTS SUCH AS
THE WORLD CUP
IN 3DHD.

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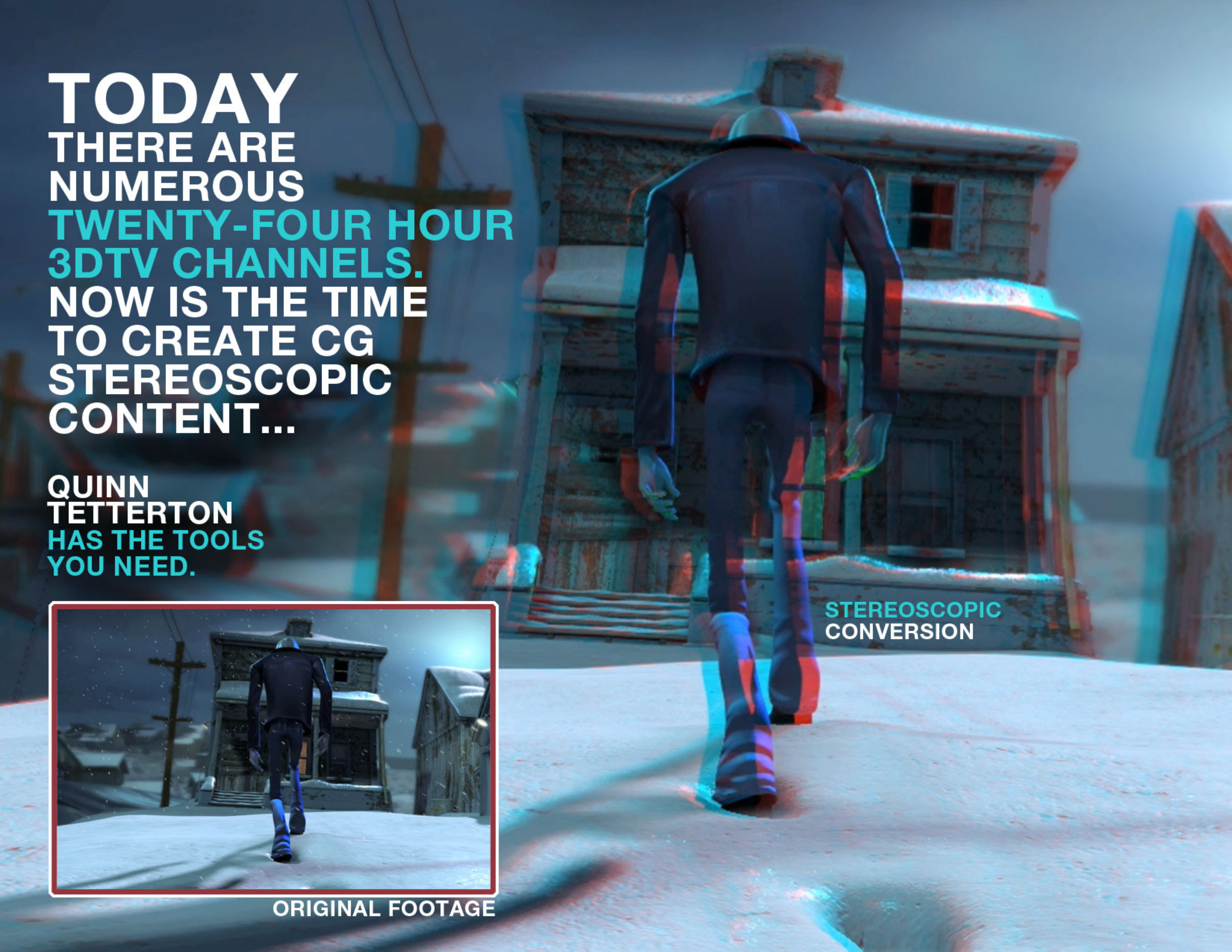
**TODAY
THERE ARE
NUMEROUS
TWENTY-FOUR HOUR
3DTV CHANNELS.
NOW IS THE TIME
TO CREATE CG
STEREOSCOPIC
CONTENT...**

**QUINN
TETTERTON
HAS THE TOOLS
YOU NEED.**



ORIGINAL FOOTAGE

**STEREOSCOPIC
CONVERSION**





> **Delivered over \$22,000,000 of CG ANIMATION.**

- Developed multiple titles for distribution by Sony Home Entertainment, Lionsgate, MGA Entertainment, Vivendi Universal, Fox Interactive, Disney Imagineering, Disney Interactive, Mattel, Activision, Atari and Viacom.

> **Designed media responsible for triggering CONTENT FUNDING.**

- Instrumental in closing virtual world deals for MTV and The Graphic Novel - BOY ZERO (serialized in Heavy Metal Magazine) through the writing, direction of animated shorts, production of online | wireless demos, and oversight of digital marketing media strategies.

> **Demonstrated success in creating BRAND IDENTITIES.**

- Directed packaging and viral media promotion of direct-to-DVD products for worldwide distribution.
- Conceptualized and executed brand marks, online promotional reels, tutorials and press kits that were key in securing investment for AMD [American Micro Dynamics] for a start-up software company.
- Created brand identities for various corporations and institutions including the Philadelphia International Airport (logo in use from 1993 – 2008).

> **Over 15 years of experience in the GAMING Industry.**

- Worked as producer, art director and UX | interface designer for more than a dozen games including: PC, platform, location-based entertainment and online virtual worlds.



2008 – Present > MR TETTERTON
Digital Content Development & Transmedia Consulting

Digital Alchemist - specializing in writing, guiding and shaping CONTENT. Consulting in the areas of executive creative producing, CG art direction, animation direction, and UX (user experience) design. Developer of effective concepts and executions that combine digital tool sets with a narrative transmedia presentation techniques leveraged across print, wireless, online, and broadcast productions. Providing executive collaborative oversight of creative teams, as well as leading on-site training (when necessary) engineered to bring focus and excellence to campaigns / digital productions.

- **Author** – Development of manuscripts and screen plays for propriety graphic novels and feature film IP's (intellectual properties).
- **Transmedia Architect** – Created an interactive training series that was utilized at the Incubator.Palio demonstrating transmedia story telling for print, online and wireless media outlets.
- **Executive Creative Director** – MachStudio™ Pro branding and packaging design consultant. Developed the marketing materials, ads, and corporate sales reels which succeeded in securing numerous rounds of funding from AMD (American Micro Dynamics) for the Software company StudioGPU and it's real-time technology product MachStudio Pro™ – The Ultimate CG Sandbox.
- **User Experience Developer** – UX developer for the AMD (American Micro Dynamics) promotional application Fusion Cinema 3D as well as StudioGPU's web site and software applications.
- **Moving Media Director** – StudioGPU's SIGGRAPH trade show reels.
- **Branding Engineer** – Created and directed several branding systems for AMD's Fusion Cinema 3D, StudioGPU, Saratoga Digital and Stepping Stone Alliance.
- **Copy Writer** – Developed marketing materials and ad copy for the real-time CG software MachStudio™ Pro and the software development company StudioGPU.

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2004 – 2011 > XLT {Extra large Technology}
Executive Vice President | Creative Producer | Founder

Summary:

Executive Vice President - Managing all aspects of XLT's internal, licensed and client driven content. Responsibilities include: producing trailers, TV and viral ad spots, corporate sales reels, and feature length animated productions. Liaised between Extra Large Technology and marketing executives at Sony Home Entertainment, Lionsgate, Mattel, March Entertainment, MGA Entertainment Neopets, MTV Virtual Worlds and Ogilvy PR Worldwide.

- **Executive Vice President –** Managing XLT (Extra Large Technology Inc.'s) website, demo reels, branding material, animated film, television, wireless and interactive DVD projects. Launching and promoting XLT's real-time proprietary technology brand MachStudio™ (website, demo reels, branding material).
- **CG Executive Creative Producer -** 90 minute CG animated DVD Playmobil: The Secret of Pirate Island (Sony Wonder world wide release 2009-2010).
- **Creative Director | Writer | Director -** “America's in Trouble” infotainment and awareness campaign for Ogilvy PR Worldwide (client: NRECA, National Rural Electric CO-OP). Viral videos, branding, packaging and ad placement for: *Livin' It Up With The Bratz*, *Bratz Glitz 'N' Glamour* and *Li'l Bratz* (MGA Entertainment world wide release 2005-2006) and Media Nation's: *The A-Bomb* (mixed media R&D concept development for The History Channel).
- **CG Animation Director –** 10 music videos appearing on the DVD releases: *Livin' It Up With The Bratz*, *Bratz Glitz 'N' Glamour* and *Li'l Bratz* (MGA Entertainment world wide release 2005-2008).
- **CG Art Director | Creative Director -** DVD releases: *Livin' It Up With The Bratz*, *Bratz Glitz 'N' Glamour* and *Li'l Bratz*. Architectural presentations: Studio of Eric Lloyd Wright, Gate House capital and the W Hotel (Hollywood).
- **Author | Art Director -** The graphic novel tile *BOYZERO* (appearing in Heavy Metal magazine).
- **Virtual World Art Director -** Neo Pets Neopia and MTV Virtual Worlds: *Laguna Beach*, *The Hills* and *VLES [Virtual Lower East Side]*.
- **Writer | Art Director | Co-Director -** The Los Angeles MTA's *Animated Safety Kids* (Four television public awareness spots airing on the Disney Channel and Cartoon Network (in the LA viewing area).

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2010 – 2011 > Palio Communications Executive Creative Producer

Summary:

Executive Creative Producer & lead futurist charged with building, implementing, training and directing a talented team of new media problem solvers, creative coders, UX/IA specialists, and interactive designers known as the Incubator.Palio (Palio's in-house digital offering). The overall all objective: leveraging Mr. Tetterton's 18+ years of technological and creative experience in the video gaming / wireless / online development / CG animation and location-based entertainment industries to advance an evolved digital approach to Palio's / e-advertising.

In addition to the oversight of vendor studios, in-house interactive producers, creative directors and engineers, Tetterton's focus encompassed prototyping, and expanding a number of Palio product offerings developed for the digital pharma consumer base.

- **Multi Channel Workshop Architect** – Created an interactive workshop series designed to identify the features and functions required for delivering successful online and wireless for tactics for Palio's major multimillion-dollar accounts.
- **Executive Digital Media Producer** – Supervised Palio's internal digital team (the Incubator.Palio) in all areas of new media development including: feature and function production strategies, pricing, site-mapping, wire-framing, digital narrative development, prototyping, as well as providing regular company wide digital training sessions.
- **Production Pipeline Architect** – Orchestrated and designed the Incubator.Palio production and QA system used to manage digital projects for Palio clients.

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1997 – 2004 > GIGAWATT STUDIOS

Art Director | Director | Interface Designer | Producer

Summary:

Provided hands-on traditional and digital creative direction to all animators, engineers, designers and vendors as well as communicated marketing objectives. Created all production schedules, negotiated budgets, and managed the tracking process for all project approvals.

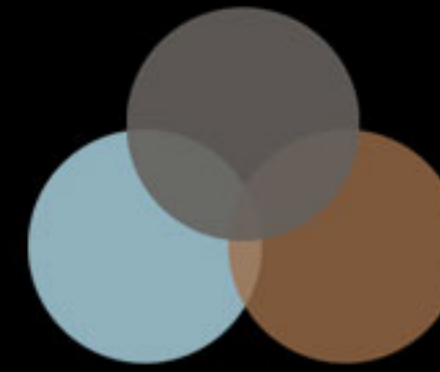
- **Producer** – *Mighty Ducks Pinball Slam (Disney Quest LBE)* and *Front Office Football 2000-02: Single player and Multiplayer Online (EA)*.
- **Art Director** – *Mighty Ducks Pinball Slam (Disney LBE Disney Quest)*, *Expedition Mars (Disney LBE Epcot Center)*, *Secret Agent Barbie (Universal)*, *Walt Disney Ultimate Ride*, *Ultimate Ride Disney Coaster*, *Ultimate Ride Coaster Deluxe*, (Disney Interactive Games), *Matchbox: Mission Bravo (Mattel)*, *Animorphs: Know the Secret (Atari)*, *Wild Rides Water Park Factory (Activision)*. *Fox Sci-Fi Pinball (Fox)*.
- **Interface Designer** – *Expedition Mars (Disney LBE Epcot Center)*, *Secret Agent Barbie (Universal)*, *Walt Disney Ultimate Ride*, *Ultimate Ride Disney Coaster*, *Ultimate Ride Coaster Deluxe*, (Disney Interactive Games), *Animorphs: Know the Secret (Atari)*, *Matchbox: Mission Bravo (Mattel)*, *Fox Sci-Fi Pinball (Fox)*.

1994 – 1997 > MAGNET INTERACTIVE STUDIOS

Art Director {Story Division} | Interface Designer

- **Interface Designer | Digital Artist** – *Wings Over Europe CDROM (The Discovery Channel)*.
- **Art Director** – *The Guardians (Putnam New Media - not released)*, *Incredible Idiots In Space (ASC Games, for the Sony Playstation - not released)*.

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1989 – 1994 > UDI {Urban Design Incorporated}
Partner | Senior Designer | Brand Manager | Copy Writer.

- **Senior Designer** – Philadelphia International Airport (Logo mark, annual reports and promotional materials), The Pennsylvania Convention Center (Logo mark, signage, annual reports and promotional materials), The Camden Waterfront (Logo mark, signage, annual reports and promotional materials), Power 99 FM (Billboards and promotional materials), The Philadelphia Opera (Open air banners and ad materials), The Arts Bank (Open air banners and ad materials), Moore College of Art (Catalogs and promotional materials), Zanzibar Blue (Logo Mark and ad materials), The Philadelphia Parking Authority (Annual reports), Send Greetings (Logo mark, greeting card lines, spot, trade show booths, television spot and promotional materials), Mercy Health Plan (Television spots), The Philadelphia Museum of Art (Billboards and open air bus shelter ads).
- **Brand Manager** – Philadelphia International Airport, Pennsylvania Convention Center, The Camden Waterfront, Power 99 FM, The Philadelphia Opera, The Arts Bank, Moore College of Art, Zanzibar Blue, Mercy Health Plan, The Philadelphia Museum of Art.

EDUCATION: Bachelor of Fine Arts degree from the University of the Arts, Hyper Island Master Class Program 2011, Alchemical Sciences Study at the Philosophical Research Society, Buck Sam Kong Kung Fu Academy.