

Aaron F. Ross

www.dr-yo.com

www.linkedin.com/in/aaronfross

3D generalist with strengths in lighting, materials, and dynamics
Author, educator, and trainer

Abilities

3D modeling and animation, visual effects, motion graphics
Design visualization for products and architecture
Video direction, production, editing, compositing
Sound design, recording, editing, mixing
Technical writing and editing
University instruction
Software training

Software

Maya	3ds Max	Blender
Arnold	V-Ray	Substance Painter
After Effects	Premiere	Photoshop
InDesign	Dreamweaver	ProTools

Soft Skills

Self-motivation and self-discipline
Anticipation of client and collaborator needs
Versatility, adaptability, creative problem-solving
Critical thinking, lifelong learning

Education

Master of Fine Arts, California Institute of the Arts, School of Film/Video	1993
Bachelor of Fine Arts, School of the Art Institute of Chicago	1990
Highest honors, Carmel High School, Carmel-by-the-Sea, CA	1986

Experience

Freelance digital artist and training consultant	1998 - now
Author, LinkedIn Learning / lynda.com	2009 - now
Faculty, Art Institute of California - San Francisco	1999 - 2013
Instructor, Bay Area Video Coalition	2007 - 2012
Director of Training, Realtime Arts LLC	2008 - 2009
Owner, Dr. Yo Internet Radio	2000 - 2008
3D Animator, Video Editor, Video Director, Production City, Mill Valley, CA Clients included Intel, Autodesk, HP, Chevron, NTT, Silicon Graphics	1995 - 1998
Technical Staff, CalArts School of Film/Video	1994 - 1995
Video Editor & Engineer, Production City	1993 - 1994

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Selected Client List

Amazon
3D Artist

Autodesk
Author, video training
Consultant

Berkeley Systems / Vivendi
Sound Designer

CENGAGE Thomson Learning
Author

DDB Europe
3D Artist

Digital Media Academy
Instructor

Fakespace Music
Composer and Animator

IDO Systems, Inc.
Video Producer and Director

LinkedIn
Contract Author

TES America
Tutor

There, Inc.
Video Producer and Director

UCLA Magazine
3D Animator

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Selected Publications

Product Visualization in 3ds Max
Official Autodesk video training course

Maya Skills Assessment
LinkedIn Learning

Harnessing 3ds Max 8
Co-authored with Michele Bousquet
ISBN 1-4018-4813-5

Foundations of 3ds max 6
ISBN 1-4018-6469-4

Harnessing 3ds max 5
Co-authored with Michele Bousquet
ISBN 1-4018-2755-1

Selected LinkedIn Learning video training courses:

3ds Max and After Effects: Product Visualization

3ds Max Essential Training

3ds Max New Features

3ds Max Quick Start

3ds Max: Advanced Lighting

3ds Max: Advanced Materials

3ds Max: Cinematography for Visualization

3ds Max: Rendering with Arnold

3ds Max: Tips, Tricks and Techniques

Advanced 3ds Max and Maya Integration

Learning 3ds Max

Learning RealFlow

Learning VUE

Maya and After Effects: Product Visualization

Maya: Advanced Materials

Maya: Bifrost Extension

Maya: Bifrost Fluids

Maya: Camera Techniques

Maya: Dynamic Simulations

Maya: Natural Environments

Maya: nCloth

Maya: nHair

Maya: Particle and Fire Effects

Maya: Rendering with Arnold

Maya: Shader Networks

Maya: Workflow Tips

Product & Architectural Visualization Techniques

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Selected Professional Development Courses

3D Graphics Fundamentals

Survey of the history, concepts, and applications of 3D computer graphics

3ds Max Fundamentals

Introduction to modeling and animation in 3ds Max

Introduction to Maya

Intensive course covering the basics of Maya

Maya Animation

Character animation techniques

Maya Dynamics

Procedural animation and dynamic simulations

Maya Lighting

CG lighting techniques

Maya Materials

Texturing and building shading networks

Maya Modeling I

The essentials of Maya's modeling tools

Maya Modeling II

Advanced organic modeling

Maya Rendering

Photorealistic and stylized rendering

Maya Rigging

Technical course in character setup

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Selected University Courses

3D Animation

Essential techniques of 3D animation practice

3D Camera Techniques

Virtual cinematography applied to animated short film production

3D Visual Effects

Dynamic simulations, procedural animation, scripted expressions

Advanced Exploration of Applied Design in Animation

Graduate overview of art and design theories to design fictional worlds

Audio for Animation

Audio production for animation, including lip sync and dialog sweetening

Audio/Video Techniques

Video production: camera, lighting, sound, editing

Computer Animation Production

The animation production pipeline: storyboard, animatic, finished animation

Digital Camera and Lighting

Intermediate interior design visualization

Interior Design Computer 3D Modeling

Introductory 3D modeling and materials

Introduction to Audio

Audio recording, editing, signal processing, mixing

Introduction to Computer Graphics

Hands-on foundation course in CGI concepts

Introduction to Visual Effects

Survey and research of visual effects history and concepts, including practical and digital techniques

Junior Portfolio Preparation

Portfolio guidance

Master's Study: Computer Arts

Project-based 3D animation course for graduate students

Motion Graphics

Entry-level course in compositing and moving graphic design using After Effects

Principles of 3D Modeling

Foundation course in 3D graphics and modeling

Thesis Defense

Production and problem-solving for graduate students

Video and Audio for Multimedia

Video post-production

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Selected Art Exhibitions

3-D Movie Festival, Los Angeles

Animation By Design, Northwest Film Center, Portland OR

Behind the Screen, Exploratorium, San Francisco

Berlin Interfilm Festival

Big Muddy Film Festival, Carbondale IL

Buddhist Film Showcase, San Francisco

CalArts Alumni Exhibit, San Francisco

CalArts Showcase, Academy of Motion Picture Arts and Sciences, Los Angeles

Currents New Media Festival, Santa Fe NM

CyberArts International, Pasadena

Graphic Sonic, San Francisco Cinematheque

HDFest, Portland OR

International Symposium on Electronic Arts, Montreal & Helsinki

International Video Week, Geneva

iotaCenter Artists' Salon, Los Angeles

Macau Art Festival

Machina Mystica, solo screening, Artists Television Access, San Francisco

Opera Totale, Venice (with Christian Greuel)

Oxford Film Festival, Oxford MS

Portland Underground Film Festival

Prix Ars Electronica, Linz, Austria

Punto y Raya Festival, Madrid

Savannah International Animation Festival, Savannah GA

Seeing Sound Symposium, Bath, England

Short Attention Span Film & Video Festival, San Francisco & New York

SIGGRAPH Computer Animation Festival, Los Angeles

Videonale, Bonn, Germany

WRO, Sound Basis Visual Arts Festival, Wrocław, Poland

YLEM Artists Forum: Generative Art, Exploratorium, San Francisco