

# Joseph Anthony Palma

3D Modeler · Renderer · Visualization Artist · Designer

## OVERVIEW

A natural artist with an acute attention to detail. Self-starter, Self-motivated. Enjoys leadership and developmental responsibilities. Strong interpersonal communication with clients, vendors, contractors, engineers, printers, agencies, managers, co-workers, etc. Can take a project and run with it solo as well as play a role in team projects. Well accustomed to fast paced, multi-project environments. The goal is making deadlines and delivering more than what the client expects. Adaptable and able to jump into a new challenge, a new direction, and get it done. Enjoys attending focused continued education courses.

- 20+ years in the Architectural field from Drafting & Design to 3D visualization.
- 10 years as an Architectural 3D Modeler, Renderer, and Visualization Artist.
- 15 years using AutoCAD r13 thru Architectural Desktop and Autodesk Architecture.
- 10 years using 3ds Max, Viz and 3ds Max Design 2009 & mental ray.
- 10 years using Adobe Creative Suite products, primarily Photoshop & Illustrator.
- 4 years using Google Sketchup. Some Flash, Maya, and Microstation.
- Advanced computer abilities. Have hand built several desktop PC's and workstations.
- Proficient with Windows Operating Systems and MS Office including PowerPoint.

## PROFESSIONAL BACKGROUND

August 2004 to October 2008

**Architectural Designer** in Corporate Design / Marketing Dept. for **Champion Enterprises** – Troy, MI  
A multi-national manufactured home company with modular manufacturing facilities across the U.S., Canada, and the U.K. – Corporate restructuring permanently eliminated 30%+ corporate positions.  
Please visit: <http://www.championhomes.net/>

- 3D Modeling and photo-real architectural renderings. Project scheduling.
- Photo retouching and advertising material for Marketing Department.
- Design assistance to Sales Managers and Engineering teams for approximately 33 plant locations around the U.S. and Canada.
- Develop, maintain, and coordinate rendering procedures and data management.
- Interfaced directly with plant General Managers, Sales Managers, and Engineering Managers.
- Was key to moving Marketing Department to internally developed marketing material to producing some of the finest material in the industry.
- Published images in many product brochures and industry magazines.

June 1995 to December 1999 and August 2001 to August 2004

**Draftsman / Designer, CAD Manager, 3D Renderer** for **Quinlan Associates** – St. Clair Shores, MI  
Architecture and Engineering firm for new construction, additions, and renovations.  
Commercial, Industrial, Churches, Restaurant, Medical, Dental, Retail, Multi-family.  
Please visit: <http://quinlanassoc.com/>

- Site and Building Design, Construction Documents, Specifications, Field work.
- IT and CAD Manager for five workstations.
- Project Management, Client interface, Engineering coordination, scheduling.
- 3D Modeling and photo-real renderings.
- Was key in advancing QA from hand drafting to digitized CAD for construction documents.
- Developed and maintained CAD office standards, asset management, and office network.

December 1999 to August 2001.

**3D Modeler / Exteriors Leader for MediaLab, Inc.** – was in Troy, MI - now in Tampa, FL

A multimedia marketing & software company for residential builders and developers.

Please visit: <http://www.medialabonline.com>

- Produce photo realistic 3D exterior images of single and multi-family homes.
- Produce photo realistic 3D interiors of homes and virtual interior walk-thru's.
- Leader of the exteriors group consisting of four to six modelers.
- R & D to streamline production and refine technique.
- Was called an "experimental hire" as the first from an architectural background with no direct experience with software. Upon learning 3ds max and Photoshop in a few weeks, after 6 months was producing highest output / quality.

## **FREELANCE WORK**

- 3D Architectural Renderings.
- Conceptual Site Model – (foam core) Stephen Temple Church in Mt. Clemens, MI.
- Residential Design – 3,000 sq. ft. home in Shelby Township, MI; 2,200 sq. ft. home in Grosse Pointe, MI; 1,200 sq. ft. home in Roseville, MI.
- Airbrush Mural & Sign Painting – van murals, boat transom lettering, various signs and logo design.

## **EDUCATION & TRAINING**

- Autodesk / Avatech Solutions – 3ds Max / Viz Core Concepts – Certificate March 2007
- New Horizons Learning Center – Photoshop CS Level 2 – Certificate August 2005
- New Horizons Learning Center – Photoshop CS Photo Printing & Color – Certificate July 2005
- Macomb Community College – Warren, MI, Architecture Program 1988 to 1990.
- Gemini School of Fine Art & Airbrush – Southfield, MI, Graduated with Certificate in 1983.
- Robert S. Tower High School – Warren, MI, Graduated in 1980.

## **CONTACT INFORMATION**

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**PRINTED PORTFOLIO** available for interview.

**REFERENCES** available upon request.

**ONLINE PORTFOLIO** <http://joepalma.cgarena.com/>