



**ROBERT CHARLES ARADIO**  
concept • designer • producer

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## **PROFILE**

*RC Aradio* is a creative concept designer / producer with years of professional experience dedicated to providing fast and impressionistic visual solutions.

## **HIGHLIGHTED EXPERIENCE**

### **UNIVERSAL STUDIOS CREATIVE, ORLANDO, FL - 2011**

#### **DESPICABLE ME / ORLANDO**

- Storyboard artist for attraction short film
- Worked with writer to capture storyboard layout and critical cinematic direction of each scene
- Rough panel break downs of storyboards made into final animatic for client

### **UNIVERSAL STUDIOS CREATIVE, ORLANDO, FL - 2007 - 2011**

*Creative consultant professional experience and accomplishments with Universal*

#### **TRANSFORMERS THE RIDE • LA & SINGAPORE - USO - 2009 - 2011**

- Co designer for the outer ride vehicle wrap design used in new attraction
- Hi-Concept Illustrated scene renderings for creative consultant **Michael Bay** with direction from **Industrial Light and Magic**
- Design development and storyboards production
- Digital illustration & project visualization
- Presentation development of scene asset and texture sheets

#### **HOLLYWOOD RIP RIDE ROCKIT THE COASTER - USO - 2007-2009**

- Logo development and storyboards • Digital illustration & project visualization
- Presentation development - PDF, Power Point, QuickTime movies / Audio • Video editing
- Interactive media development • Website & Interface design
- Key frame animations • LED programming • Sketchup • Construction site review and interpretation
- Vendor management

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### **Rockit Highlights:**

*Designed the following final images and graphics used on the Rockit attraction:*

- Created final Rockit logos used throughout the advertising & web campaign.
- Designed the Hollywood Rip Ride Rockit Web Site ( [www.hollywoodrockit.com](http://www.hollywoodrockit.com) )
- Designed the GIP (Guest Interface Panel) to program the music on the ride vehicle.
- Illustrated select wall graphics as they appear on the queue walls throughout the attraction.
- Layout and design of all RFP and deck presentations used to outline and promote the Rockit.
- Design and programming of the Queue LED reader boards.
- *Designed and developed concept & interface for web based game, like guitar hero*

### **'DOLPHIN TALE' THE MOVIE / BOTTLENOSE PRODUCTIONS - FALL - 2010**

**Lead Storyboard Artist for major motion picture movie**

Directed by: **Charles Martin Smith**; Staring: **Morgan Freeman, Harry Connick Jr. & Ashley Judd**

- AM meetings with Film Director: Charles Martin Smith to capture storyboard layout and critical cinematic direction of each scene.
- Layout of each scene including rough panel break downs of storyboards
- Processed, finished and labeled storyboards distributed to cast and crew

### **DRAFT – FCB – PIPELINE PS, NYC / TORONTO - 2011**

**Coors Light / Advertising Design / Commercial**

- Storyboard artist for commercial and new ad campaign.
- Worked with art director / writer to capture storyboard layout and critical direction scenes

### **RENAISSANCE ENTERTAINMENT, ORLANDO, FL - 2011**

**Disney Undisclosed Attraction / Theme Park Show**

- Storyboard artist - completed over 30 presentation boards depicting key scenes for attraction
- Worked with owner / writer to capture storyboard layout and critical direction of each scene

**Happyland / Vietnam Theme Park**

- Created 31 set elevations and support art for a Mayan themed attraction

### **'RUBY MCCOLLUM' THE MOVIE / SPRINGTREE STUDIOS - SUMMER 2011**

**Design Producer / Co Executive Producer - Preproduction**

- Storyboard artist - worked closely with producers to assemble investor press kit
- Worked with director **James Brolin** and **Springtree** producers / writers to capture storyboard layout and critical cinematic direction of scenes

### **'MIGHTY MITES' THE MOVIE / SPRINGTREE STUDIOS / FRIMA/FX - SUMMER 2011**

**Character Designs / Co Executive Producer - Preproduction**

- Created primary character designs for animated movie
- Worked closely with producers to assemble investor press kit
- Preliminary storyboards to visualize scene sets
  
- Layout of each scene including rough panel break downs of storyboards
- Processed, finished and labeled storyboards distributed to cast and crew

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**FORREC - ENTERTAINMENT LIMITED, TORONTO, CA - 2011**

**Concept Illustrations for Undisclosed Attraction - Theme Park in China - Wu Han**

- Created a series of detailed key art concept illustrations used to visualize the hero moment scenes

**ART EXPERIENCE - EXPANDED - 1995 TO 2009**

**VERADII LUNA DESIGN - 1997 TO PRESENT**

President of self owned creative consultant illustration & design company founded in 1997

This company has provided clients internationally with cutting edge design services for over a decade. Our services range from corporate identity packages to web site & brochure design. Running a successful graphic design business for 15 years has provided a solid foundation.

[www.veradiiluna.com](http://www.veradiiluna.com)

**HEAVY METAL MAGAZINE - ILLUSTRATOR OF SELF CREATED IP - 2001 – 2011**

Creator of short stories, concept and Illustrations for an on going publication in the world's foremost fantasy adult magazine. **Colt the Outlander**, a Sci-fi post apocalyptic adventure about a bounty hunter and his missions on Neb Six, an abandoned mining planet. [www.aradiobrothers.com](http://www.aradiobrothers.com)

**FRAZETTA APPAREL - CREATIVE DIRECTOR - WEST PALM BEACH FL - 2001 - 2005**

Responsible for marketing concepts including design and fabrication of apparel line. Shirts, hats, jewelry and accessories. Also responsible for website and vender management. Frank Frazetta is a world-renowned classical Sci-Fi artist and illustrator whose credits include early Tarzan works, Conan and Lord of the Rings. Working closely with Mr. Frazetta was an honor.

**IBC DIGITAL ANIMATION - BUFFALO NY - 2000 - 2003**

- Assistant Art Director / Traditional Art Department
- Lead illustrator responsible for concept sketches and character development
- Clients: MTV, VH1, HBO, Comedy Central & Fisher-Price

**DRAXHALL JUMP ENTERTAINMENT - TORONTO CA - 2000 - 2003**

- Board game designs for Hasbro & Mr. Ken Lashley production studio
- Clients: GI-Joe, Transformers, Armageddon, Star Wars, DHJ Comics

**AL-ROSS SPORTS - BUFFALO NY - ARTIST / ILLUSTRATOR - 1999 TO 2000**

- Responsible for filling client orders and athletic illustrations and logos for fast paced silk screening company

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## EDUCATION

### College

**SVA (School of Visual Arts) 1990 -1994**

- Graphics / Illustration / Sequential Art
- Manhattan Artist Exhibit participant  
200 2nd Avenue, New York, New York 10010

### High School

**West Seneca West Sr. High School graduate 1989**

Art Major / Sr. Varsity Football Captain

## TRADITIONAL SKILLS

Traditional art background proficient in painting in all mediums, concept art, thumbnails, storyboards, sculpture, character and mascot design

## DIGITAL SOFTWARE

Adobe CS suite, Photoshop CS, Illustrator, InDesign, Adobe Go Live Sketchup, Painter, Quark Express, Macromedia, Flash, Freehand, I Movie, Garage Band and many others.

**PORTFOLIO** [www.rcaradio.com](http://www.rcaradio.com)

## REFERENCES

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