

# Josh Coldiron

rjcoldiron@gmail.com

www.coldironworks.com

www.linkedin.com/in/coldironworks

(865) 712-0307

## EXPERIENCE

### **Nori Toy (Owner/ Printer)**

*February 2007 - Present* St. Louis

An ongoing side project that began as an online retail shop for vinyl art toys and it grew to include screen printing and YouTube entertainment productions. Development of the mascot Nori as well as his back story as a central theme to the store.

- Handle online sales, shipping and all aspects of the small business operation.
- Maintain web site design and operation.
- Manage social media marketing campaigns.
- Illustration, design, screen printing and character design.
- Handle all pre press and screen printing production.
- Write, produce, film, perform and edit all YouTube video projects.

### **Villain/ Elephant Mouse (Producer, QA, Localization)**

*May 2009 - May 2013* St. Louis/ Knoxville

Supported the setup of the Villain main office in Knoxville. Involved in a large portion of the development of Archetype, a fast paced FPS game that was able to play over 3G on the first iPhone with no lag. Archetype was awarded into the Apple "App Store Hall of Fame." Villain rebranded as Elephant Mouse and moved focus to movie licensed games.

- Write user experience and design documents for the following Apple IOS video game titles as well as other tasks as noted:
- Archetype: Producer, Level design, Lead quality assurance, Manage game wiki.
- Archetype Cadet: Lead quality assurance.
- Matchlings: Lead quality assurance.
- Minions: Lead quality assurance, Manage localization.
- Beastie Blocks: Lead quality assurance, Manage localization.
- Lil' Birds: Quality assurance, Manage localization.
- Godfather Slots: Quality assurance, Manage localization.
- Star Trek: Rivals: Quality assurance, Manage localization.

### **John Wiley and Sons (Technical Editor)**

*August 2010 - September 2011* St. Louis

- Technical editor for the book "Art of the App Store: The Business of Apple Development."

### **Deviation/ Doe Doe (Contractor)**

*August 2007 - December 2009* Knoxville

- Consulted technical aspects of design and print pre press for Knoxville Voice during startup phase.
- KnoxTube (Video hosting site): Marketing, research and maintaining video database.
- Apptheater (Mobile gaming video site): Marketing and research as well as scouting content creators to publish their reviews to the site.
- Doe Doe (IOS mobile game development): Producer, level designer, and QA of "Bail Out America". Sprite artist for the main nemesis character of the game. Development of the concept.

## **Metro Pulse (Creative Director, Lead Designer)**

*March 2003 - June 2007* Knoxville

- Assisted in updating the publication from paste up to full digital design.
- Photographer for articles and advertisements.
- Vector and digital illustration.
- Cover design, article, layout and design for weekly publication.
- Manage design staff and photographers.
- Liaison between ad designers, sales representatives and writers.
- Managed budget allocated for the design team.
- Copy editor (AP style) for the publication.
- Troubleshoot pre press issues for the publication and communicating with the printing company.

## **Knoxville Magazine (Designer, Production Director)**

*January 2005 - January 2006* Knoxville

- Provided insight to design workflow infrastructure of a publication prior to launching their new publication.
- Managed ad design team.
- Copy editor for the publication.
- Responsible for article layout and design.
- Liaison between ad designers, sales representatives and writers.
- Responsible for pre press production and communicating with the printing company.

## EDUCATION

### **Southern Illinois University, Edwardsville**

BFA, Graphic Design, minor Computer Science, 2011-2019 (cum laude)

### **University of Tennessee, Knoxville**

Graphic Design, 2-D Media, 2010 - 2010

### **Pellissippi State Technical Community College**

AS, Graphic Design, 2008 - 2009

## AWARDS and ACHIEVEMENTS

### **Southern Illinois University, EHACKS**

Best Educational Software (Spring 2018)

### **Southern Illinois University, Annual Student Juried Exhibition**

Displayed in 2d Undergraduate Work (Spring 2018)

### **Southern Illinois University**

Awarded URCA research funding into UX and application development (Fall 2019)

### **Southern Illinois University**

Deans List multiple semesters with a 3.615 GPA.

### **Apple**

App Store Hall of Fame (Archetype 2010)