Carter Hickman

St. Louis, MO 63129 | (314)570-9751 | carterh@startmail.com

SUMMARY & SKILLS

3D Digital Visualization Expert with a specialization in photorealistic automotive renderings and 10+ years of industry experience. Excels at unique creative challenges within an innovative digital design space. Positive asset who thrives in self-management and deadline-driven environments.

3DS Max, Corona Render, Maverick Render, Rhino 3D, MODO, Adobe Creative Suite

EXPERIENCE

WheelPros | St. Louis, MO

3D DESIGN DIRECTOR   11/2014 to 01/2023

- Created quality photo-realistic 3D renderings and animations for explanation, assembly, and specifications of company products for multi-scale marketing and omni-channel promotion.
- Collaborated with brand, marketing, and engineering managers to fulfill rendering requests for specific design elements including but not limited to: materials, textures, lighting, environments, and location.
- Harnessed software programs including SolidWorks, Rhino 3DS Max, and MODO for the conversion of internal and external CAD files.
- Provided pre-production assets, decks, and imagery for unreleased products, with a goal of increasing brand awareness and engaging stakeholders and potential consumers pre-launch. Resulted in decreased company cost that would have been used for physical photoshoots.
- Produced an image library consisting of 16.5K+ rendering designs that were used consistently in internal formal design review decks.
- Developed code for programmatic asynchronous batch-rendering script that could efficiently execute hundreds of variants autonomously.
- Conceptualized, researched, and oversaw the development of a groundbreaking user-centric proof of concept app, utilizing markerless tracking and real-time imagery in an augmented reality wheel configurator.

KDNL ABC 30 | St. Louis, MO   08/1999 to 11/2014

ART DIRECTOR

- Created and oversaw station branding graphics for broadcast and print media.
- Managed news design staff as head of department, as well as trained on company policies and procedures.
- Designed new on-brand broadcast news packages to effectively convey messaging on specific budget and scheduling requirements.
- Transitioned art department from legacy hardware and software over to Adobe Creative Suite applications.

Carter Hickman Designs | St. Louis, MO   01/2006 to 11/2014

FOUNDER & PRESIDENT

- Developed and promoted House of Kolor custom visualization software.
- Worked with clients to design and render custom car projects.
- Worked with a local aftermarket automotive retailer to develop a 200+ page catalog.

AWARDS & PATENTS

- **U.S. Patent** - **Photoshop** - The Method and Process for Virtual Paint Applications
- **New Product of the Year Award** - NSRA | 2007
- **New Product of the Year Award** - HRIA | 2012

PORTFOLIO

www.carterhickmandesigns.com