

VITAE

JEFF PRICE

GRAPHIC DESIGN / GAME DESIGN / ANIMATION

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EDUCATION

MASTER OF FINE ARTS

VIRGINIA COMMONWEALTH UNIVERSITY

1991 - 1999

BACHELOR OF FINE ARTS

UNIVERSITY OF OKLAHOMA

1986 - 1990

MULTIMEDIA, ANIMATION & GRAPHIC DESIGN

Studied Graphic Design. Emphasis for my thesis was "Wayfinding in Multimedia". Learned interactive multimedia, 3d modeling, VR and animation. Also taught for an assistantship and managed five computer labs for the Art Department.

GRAPHIC DESIGN

Studied Visual Communications. Active in the Oklahoma City Design Community and participated in four graphic design internships while in school, including Landor Associates in San Francisco..

WORK EXPERIENCE

UNIVERSITY OF TEXAS AT DALLAS

ASSOCIATE PROFESSOR / 2022 - PRESENT

Teach courses in Game Design and VR Production, UTD VR Club. Research: Game Environment Design, Photogrammetry, Augmented Reality, Metaverse development.

Director, UTD VAST Lab - Virtual Reality, Augmented Reality, Simulation Technology research

OKLAHOMA CITY UNIVERSITY

CHAIR + TENURED PROFESSOR / 2019 - 2022

Teach courses in Game Design and Animation, Graphic Design. Director of OCU Esports. Club sponsor for AIGA, Game Design Club. Manage computer labs and MOCAP lab.

OKLAHOMA CHRISTIAN UNIVERSITY

CHAIR + TENURED PROFESSOR / 2009 - 2019

Taught courses in Game Design and Animation, Graphic Design. Club sponsor for AIGA, Anime Club. Managed computer labs and MOCAP lab.

SAM HOUSTON STATE UNIVERSITY

VISITING PROFESSOR / 2008 - 2009

Taught courses in Game Design and Animation, Graphic Design. Started the Game Club.

ANDERSON UNIVERSITY

TENURED PROFESSOR / 2007 - 2008

Taught courses in Graphic Design, Club sponsor for AIGA. Managed computer labs.

OKLAHOMA STATE UNIVERSITY

TENURED ASSOCIATE PROFESSOR / 1999 - 2007

Taught courses in Graphic Design. Club sponsor for AIGA. Managed computer labs.

VIRGINIA COMMONWEALTH UNIVERSITY

ASSISTANT PROFESSOR / 1993 - 1999

Taught courses in Multimedia and Animation. Managed computer labs and VR lab.

TECHNICAL KNOWLEDGE

GAME DESIGN / ANIMATION / VR

Epic Unreal Engine

Unity 3d

Autodesk Maya

Blender

Autodesk 3ds Max

Maxon/Pixologic Zbrush

Adobe Substance Studio/Painter

Pilgway 3d Coat

Marvelous Designer

Maxon Cinema 4d

SFX Houdini

Luxion Keyshot

Vicon Samurai

Autodesk Motion Builder

GameSalad

NextLimit Realflow

The Foundry Nuke

Adobe Animate

Adobe Flash

Toon Boom Studio

GRAPHIC DESIGN

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

UI / UX / WEB

Adobe XD

MOTION GRAPHICS

Adobe After Effects

Adobe Premiere

AUGMENTED REALITY

Niantic 8th Wall

AR Kit

Unity AR

PHOTOGRAMMETRY

Reality Capture

Polycam

Lumalabs.ai

Matterport

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GRAPHIC DESIGN / GAME DESIGN / ANIMATION

AWARDS & RECOGNITION

GRAPHEX GOLD AWARD 2022

53rd Graphex Awards

Gas and Gears Garage VR Simulator

SILVER AWARD 2022

Communicator Awards

Gas and Gears Garage VR Simulator

GRAPHEX GOLD AWARD 2020

51st Graphex Awards

Latin Fusion Corporate Identity

SILVER AWARD 2015

21st Annual Communicator Awards

OU Museum of Art Macrocosm/Microcosm catalog

DISTINGUISHED TEACHING AWARD 2014

Gaylord Chair of Distinguished Teaching Award

Oklahoma Christian University

GOLD AWARD 2007

OKC Ad Club Addy Awards

SDesign Christmas Card - web design and programming

GOLD AWARD 2007

MarCom Awards

Smith-Roberts.com website - flash programming

GOLD AWARD 2007

MarCom Awards

United Way of Ponca City campaign video - videography

WINNER AWARD 2007

AEGIS Video and Film Production Awards

United Way of Ponca City campaign video - videography

MERIT AWARD 2007

AEGIS Video and Film Production Awards

Lorec Ranch TV spot - videography

ACCEPTED WORK 2002

Global Corporate Identity Book

Ryan Woodard logo, Saiia Truck Graphics, Epperson

Advertising Logo, Federal Aviation

Administration Logistics Center Identity

MERIT AWARD 2007

AEGIS Video and Film Production Awards

Lorec Ranch TV spot - videography

GRAPHEX MERIT AWARD 2001

Graphex 32' Regional AIGA Design Competition

OSU Dept. of Art website - web design and programming

PRESENTATIONS AND GRANTS

CYBERINFRASTRUCTURE RESEARCH GRANT 2021

Research on Information Visualization

National Science Foundation / Oklahoma City University

PIXELFEST 2014-2019

Francis Tuttle Vo-Tech, Oklahoma City

Lecturer - Video Game Design

OSSM 2017

Oklahoma School of Science and Math, Oklahoma City

Lecturer - Video Game Design

XI'AN POLYTECHNIC 2014

Xi'an Polytechnic University lecturer, Xi'an China

Lecturer - Game Design and Animation

HIC CONFERENCE ON EDUCATION 2013

HUIC Conference on Education, Math & Engineering – Hawaii.

Lecturer - Pathways for Learning in Sequential Media

INT'L CONFERENCE ON TEACHING + LEARNING 2013

Int'l Conference on College Teaching + Learning– Jacksonville, FL

Lecturer - Pathways for Learning in Sequential Media

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COURSES TAUGHT

UNIVERSITY OF TEXAS AT DALLAS

ATCM 3367 Level Design I
ANGM 3370 Virtual Environments I
ATCM 4379 Special Topics in Games: Virtual Reality
ATCM 4379 Special Topics in Games: Metaverse
ATCM 4379 Special Topics in Games: Photogrammetry
ANGD 7379 Special Topics in Games: Augmented Reality

OKLAHOMA CITY UNIVERSITY

Art 1023 Technology for Graphics
Art 2523 3d Modeling I
Art 2623 Digital Sculpting
Art 2823 Texturing, Rendering and Lighting
Art 2923 Intro to Game Technology
Art 3523 Animation Principles
Art 3623 3d Modeling and Animation II
Art 3713 History of Design
Art 3723 Gaming and Animation Studio I
Art 3823 Motion Graphics
Art 4013 Publication Design
Art 4023 Game Design and Animation Studio II
Art 4113 Digital Portfolio Development
Art 4223 Gaming and Animation Capstone
Art 4902 Gaming and Animation Internship
Art 4293 Gaming and Animation Independent Study

OKLAHOMA CHRISTIAN UNIVERSITY

Art 1103 Technology for Graphics
Art 2133 Intro to Game Technology
Art 2243 Interactive Media Design
Art 2323 Digital Design for Print
Art 2523 Digital Sculpting
Art 2743 3d Modeling I
Art 2753 Texturing, Rendering and Lighting
Art 3163 Animation Principles
Art 3173 3d Modeling and Animation II
Art 3333 History of Design
Art 3383 Motion Imagery
Art 3393 Game History and Development
Art 3423 Animation History
Art 3453 Team Game Production
Art 4223 Gaming and Animation Studio I
Art 4663 Gaming and Animation Capstone
Art 4840 Gaming and Animation Internship
Art 4903 Gaming and Animation Independent Study

SAM HOUSTON STATE UNIVERSITY

Art 376 Advanced 3d
Art 433 Character Animation
Art 473 History of Animation
Art 493 History of Graphic Design

ANDERSON UNIVERSITY

Art 229 Digital Imagery
Art 322 Print Production
Art 495 Internship
Art 120 Graphic Software
Art 221 Graphic Design I
Art 321 Typography
Art 323 Graphic Design II
Art 324 Web Production
Art 331 Typography II
Art 421 Graphic Design III
Art 493 Capstone

OKLAHOMA STATE UNIVERSITY

Art 4450 Computer Graphics Studio
Art 3443 Computer Graphics I
Art 2413 Typography I
Art 4900 Directed Study
Art 4420 Graphic Design Studio
Art 4453 Computer Graphics II
Art 4413 Computer Graphics + Image Enhancement
Art 3413 Typography II
Art 4453 Computer Animation

VIRGINIA COMMONWEALTH UNIVERSITY

CDE 437 Interactive Video
CDE 191 Web Page Design
CDE 328 Computer Graphics II
CDE 437 Interactive Video
CDE 192 Independent Study
CDE 519 Virtual Reality
CDE 438 Computer Graphics III
CDE 438 Computer Animation
CDE 519 Computer Techniques