

PAUL EIRIK SWANSON

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I'm a globally experienced digital storyteller & media educator, with strong communication skills, who's passionate about academic development.

EDUCATION

THE CENTRE FOR DIGITAL MEDIA (SFU, UBC, BCIT & Emily Carr)
Master's of Digital Media | Vancouver, BC, Canada | February 2016

STATE UNIVERSITY OF NEW YORK
Bachelor of Fine Arts • Film | Purchase, New York, USA | May 1993

CONCORDIA UNIVERSITY
Bachelor of Arts • Economics | Montreal, QC, Canada | May 1989

ACADEMIC EXPERIENCE

RTBN INSTRUCTOR | Radio, Television and Broadcast News, Film and Video Production
SAIT (Calgary, AB) • Sept 2018 - Present

SELECTED ACCOMPLISHMENTS

- I prepare & deliver “Post-Production II & III, Audio and Video Production & Writing for Television” lectures, using D2L & Trello. Lab-based exercises/assignments, hands on interaction and LMS based tutorials/lesson plans are used to advance the students’ practical & theoretical understanding of the production processes in the Radio, Television & Film industries. I teach post-production using Avid Media Composer, Adobe Premiere and Adobe After Effects.

BACHELOR OF COMMUNICATION INSTRUCTOR | Journalism Program
Mount Royal University (Calgary, AB) • Sept 2018 - Present

SELECTED ACCOMPLISHMENTS

- I prepare & deliver “Graphics Reporting & Digital Design” & “Introduction to Digital Media” lectures. My approach uses Blackboard & involves practical exercises, self-directed learning, software tutorials and group interaction. The emphasis is on design theory, data visualization and the storytelling opportunities of Journalism in relationship to social media & digital innovation. Students are introduced to Adobe Creative Suite software and Adobe Spark.

CORPORATE COMMUNICATION INSTRUCTOR | Essentials Program
Emily Carr University of Art + Design (Vancouver, BC) • May 2016 - August 2016

SELECTED ACCOMPLISHMENTS

- I prepared & deliver Corporate Communication & The Business of Design lectures in a student learning objective environment with assessments & hands on feedback in a setting of tutorials, & workshops.

BRAND/PROFESSIONAL PRACTICES/DIGITAL DESIGN INSTRUCTOR | Graphic + Digital Design

University of the Fraser Valley (Mission, BC) • September 2015 - August 2016

SELECTED ACCOMPLISHMENTS

- I prepared & delivered Brand Identity lectures in a SLO environment, with assessments & hands on feedback in a setting of tutorials, workshops. As well as Adobe Indesign, Illustrator & Photoshop, students were taught how to work in After Effects & Premiere.
 - I assisted in the organization and delivery of student workshops, trade shows and field trip events.
 - I was responsible for student tracking & academic progress.
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PROGRAM DIRECTOR/INSTRUCTOR | Multimedia Design/Visual Communication

Raffles Education Corporation (Vietnam/Cambodia/Malaysia) • December 2008 - June 2014

SELECTED ACCOMPLISHMENTS

- I taught Visual Communication, Multimedia Design & Video Production (Writing, Directing, Videography & Editing).
- I supervised the enrichment of academic materials, assignment development, lesson planning, subject allocation & rubric creation in a team setting. Software taught: Adobe Premiere, After Effects, Illustrator Photoshop & InDesign.
- I assisted in the organization and delivery of promotional film festivals, workshops, trade shows and marketing events.

PROFESSIONAL EXPERIENCE

CO-FOUNDER/CREATIVE DIRECTOR

Whitespace ID (Bangkok, Thailand) • June 2007 - December 2008

SELECTED ACCOMPLISHMENTS

- I supervised the design, marketing and creative work flow for Apple, Thailand advertising campaigns.
 - I collaborated on marketing design displays for J&B headquarters - Bangkok's largest salon industry supplier.
 - I art directed marketing campaigns & oversaw the project management of promotional design materials for Siraya condominium development, Phuket - beach living at its finest.
 - I designed & implemented digital media based promotional strategies for the Whitespace Art Gallery.
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MUSIC VIDEO MANAGER/SENIOR DESIGNER

Bau-Da Design Lab, Inc. (New York City/Los Angeles, USA) • September 1996 - December 2003

SELECTED ACCOMPLISHMENTS

- Assistant Director, Production Manager & Set Construction Assistant for numerous music videos.
- Designed CDs, advertising & marketing materials for the music industry - clients included Universal Music Group, Republic Records, Roadrunner Records, Interscope Records, Blue Note Records & HMV Music Stores.
- Assisted in design workflows, project management and client relations.

SOFTWARE & SKILLS

Premiere Pro CC | After Effects CC | Adobe Spark | Avid Media Composer | Photoshop CC | Illustrator CC | InDesign CC | Blackboard | D2L | Photography | Lighting | Writing | Videography | Stop Motion Animation | Motion Graphics | Video Editing | Graphic Design | Video Cameras Sony PMW-X200 & Sony PXW-X400 | SLR Camera Canon Rebel T7i | Lavalier Microphones | Directional/Shotgun Microphones | Omni Directional Microphones | Wind Screens & Cable clips | Boom Poles | I've worked with studio lighting, green screen backdrops and outdoor reflectors | YouTube | MS Office | Keynote | iPhoto | GarageBand |

PORTFOLIO & REFERENCES AVAILABLE UPON REQUEST