

Dean Fritzel

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PROFESSIONAL SUMMARY

Accomplished 3D Generalist and Video Editor with over 14 years of experience in digital media design, specializing in creating high-quality renderings and hard-surface modeled parts for diverse media assets. Proficient in industry-leading software, with a strong track record of enhancing project outcomes through excellent communication, organizational, and multitasking skills. Adept at collaborating with business units to develop comprehensive marketing and production strategies, driving impactful results in video production, graphic design, and 3D rendering.

TECHNICAL SKILLS

3ds Max, Maya, Scanline, Mental Ray, V-Ray, RizomUV, Unity, Unreal, Adobe Premiere, Photoshop, Illustrator, Substance Painter, Audition

PROFESSIONAL EXPERIENCE

3D MEDIA, Thibodaux, LA

Jan 2022 – April 2024

Senior 3D Modeler/Generalist

Created 3D assets and textures for use in custom virtual reality training modules for the United States Air Force

- Managed a team of two junior 3D artists, overseeing workflow, providing guidance, and ensuring timely project completion.
- Created high-quality 3D models for VR training content, ensuring accuracy and detail to meet project specifications.
- Conducted UV mapping of 3D geometry to optimize models for texturing and rendering processes.
- Developed custom textures using Substance Painter, enhancing the realism and visual appeal of 3D assets.
- Integrated 3D models and textures into Unity and Unreal Engine, collaborating with developers to ensure seamless functionality within VR environments.
- Worked closely with cross-functional teams to deliver specialized VR training content for headsets and computers, meeting client requirements and industry standards.
- Implemented best practices in 3D modeling, texturing, and asset integration, contributing to the company reputation for high-quality VR training solutions.

GREENHECK FAN CORPORATION, Schofield, WI

Jun 2006 – May 2020

Digital Media Designer

Developed customized marketing materials for 10 internal business units and multiple international manufacturers, increasing global brand visibility

- Produced and edited over 50 industrial instructional and training videos using green screen and motion capture techniques, improving training efficiency by 30%.
- Created 1200+ original renderings for use on websites, print, and video assets, enhancing the company's digital presence and marketing efforts.
- Designed and hard-surface modeled 150+ parts from scratch, ensuring high-quality and precise components for various projects.

- Led the transition from Scanline to Mental Ray, and subsequently from Mental Ray to V-Ray, creating and managing libraries of 50+ materials for each rendering engine, resulting in a 40% improvement in rendering efficiency.
- Collaborated with business units to develop multi-faceted projects, coordinating cross-functional teams to achieve project goals within deadlines.
- Presented marketing strategies and ideas to business units for annual budget planning, leading to a 25% increase in budget allocations for marketing initiatives.
- Trained employees in renderings, animations, 3ds Max, photography, lighting, and video productions, enhancing team skills and productivity.

WILSON HURD, Wausau, WI
Graphic Designer

Sep 2002 – Jun 2006

Designed custom digital artwork and circuitry for membrane keypads used in screen printing.

- Generated detailed drawing packages for switch assemblies and interfaces to streamline production processes using AutoCAD.
- Established and implemented standard operating procedures, improving department efficiency and consistency.
- Trained team members in Adobe and Microsoft software, enhancing overall department skill levels.
- Collaborated directly with customers to ensure the highest quality standards and satisfaction.
- Coordinated with internal and external screen printing vendors and toolmakers to ensure product manufacturability.

MILSCO MANUFACTURING, Milwaukee, WI
Industrial Designer

Jan 2000 – Aug 2001

Developed sketches, renderings, and prototypes of motorcycle seats for Harley-Davidson, Inc.

- Led group projects from conception to completion, ensuring all project goals were met.
- Collaborated with the in-house hard modeler, developed and drafted sewing patterns, and crafted prototype seat covers.
- Worked closely with internal and external customers to ensure products were desirable, manufacturable, and cost-effective.
- Supervised the maintenance and disposition of the motorcycle fleet during research and design testing phases.

FREELANCE DESIGN
Self Employed

1998 - Present

- Created 3D models for Unity training simulators used by the Air Force, enhancing their training capabilities.
- Designed business logos, icons, and flyers for local businesses, aiding in their branding and marketing efforts.
- Developed marketing brochures and manuals for a major local manufacturing firm, contributing to their promotional materials.

EDUCATION

University of Wisconsin – Stout
Bachelor of Fine Arts – Industrial Design