CURTIS SETTINO

Infographics
Storytelling
UX/UI

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ABOUT

Working more or less in an art director capacity, I have delivered the fun in function for over 20 years. I enjoy collaborating and always bring a positive, solution-focused attitude to projects. As a content designer, I'm an ideation machine. As an animator, I'm fast and fluid, capable of delivering "ready-to-hang" content from my one-stop shop. As an interactive designer, I specialize in simple and engaging UI, while balancing numerous, sometimes conflicting, programming needs.

projects:

UNDER THE HOOD

If you're not an engineer, it can be difficult to understand what engineers are talking about! Aimed at an internal audience, Intel's Under the Hood video series offers a visual explanation of some of the company's most complicated technologies. In 2014, I became the designer, illustrator and animator of infographics for this series. These whiteboard videos are typically intercut with interviews of engineers explaining new technologies. As part of my research process, I like to interview the experts in advance of a shoot to hear their story. I can then more readily translate everything into simple ideas and images that transcend industry jargon or tech-speak. I have so far created nearly 300 unique images for the series.

Intel • 2012 to present • Design, illustration, animation

LEAD AT KP: MANAGERS

Kaiser-Permanente needed new training materials for its managers. I jumped in as the lead designer on this course. One of the key aspects of the training was translating behavioral research into compelling short stories. I helped brainstorm and then storyboard a dozen animations, six of which were produced.

Kaiser Permanente • 2011 to present • UX/UI design and development, illustration, animation, voiceover, music, writing, video

STUDYDOG LEARNING SYSTEMS

"This is the best educational software I've ever seen. Period." — Steve Wozniak, Co-founder, Apple Computer

As the lead interactive designer, I worked closely with the creative director to design an inviting world that was easy to use and effective as a teaching tool. The result: Lost Island. We developed courses for Pre-K, K and 1st grade English learners and designed dozens of interactive devices. Each one functioned like a mini-game. I also oversaw and directed contract developers, illustrators and animators and hired musicians and voice talent. I continue to help out during update cycles.

StudyDog Learning Systems • 2002 to present • UX/UI design, animation, music, voiceover

DELL PRESENTS

Dell's Executive Director of Strategy needed help explaining his, uh, strategy, to numerous parties at Dell — including Michael Dell himself. Working directly with the executive, I developed a blueprint style of animation to show various technology architectures and trends. In five years, I delivered about 25 animations, whiteboard videos and interactive tools.

Dell • 2010 - 2015 • UX/UI design and development, illustration, animation, narration, music, writing, video

MATTEL

During my time at Mattel, I helped bring to life a range of interactive content, featuring characters from the company's various brands. Amelia's Notebook was already a successful book series. Translating it into an interactive platform was a creative challenge. Taking the main themes and stories from the books, I crafted a single interactive story/world for users to play in.

Mattel • 1998 - 1999 • UX/UI design, art direction, design, illustration, animation, music

EASY TECH KEYBOARDING

Learning.com was looking to do something new with its lead training character Miko. I designed a whole new world for her to teach typing, aka "keyboarding." Per the client's suggestion, I based the look-and-feel on my painting technique of using recycled wood. Navigation and information was presented on the Sandmarines, Egg Blimps, The Good Ship Qwerty and Type Rider. I also designed Miko's adventure outfit.

Learning.com • 2005 • UX/UI design, illustration, animation, music, sound design

NETWORK BASICS

I was asked to reinterpret several existing animations on computer technology to be less boring. I hand drew all the elements to give them a more approachable feel — and got everything done for their original deadline. I also create reading, history, math, science and civics-based content for the organization.

Pearson Education • 2009 to present • Illustration, animation, voiceover, music, writing, video

APP CAMP

There's been a gender imbalance in tech development since the beginning. App Camp launched in 2012 to help strike a balance. Starting as a girl-only coding camp, the organization certainly has a great story to share. I was lucky to get on board from the beginning, producing a video for the nonprofit's very first funding campaign, which ultimately doubled its goal. We've done three campaigns now — all successful! I also develop marketing videos, filming local camp presentations and interviewing attendees, volunteers, and staff.

App Camp • 2013 to present • Directing, co-writing, editing video

OTHER CLIENTS

Disney, AOL, HP, World Book, General Mills, Simon and Schuster, BlueVolt, InFocus

SOFTWARE

Animate, Illustrator, PhotoShop, ProTools, Final Cut Pro, Premiere, Motion, Storyline, Captivate, After Effects