

TJ SOUTHARD

Principal Visual Media Designer/Art Director/Creative Director

SUMMARY OF QUALIFICATIONS

With over 25 years of experience in the visual media design field, TJ Southard is an industry leader in delivering innovative and impactful solutions. His unique ability to bring clients into the design process and assess their needs has allowed him to create sophisticated graphical user interfaces that leverage the latest technologies, including mixed, extended, augmented, and virtual reality.

For the past four years, TJ has been a key contributor to the development of XRcreate, a XR platform integrating AI Agents as conversational coaches for support and guidance within immersive experiences. His involvement has focused on enhancing user engagement through natural interaction and intelligent design.

As a Creative Director, TJ has a proven track record of leading teams and spearheading creative projects that result in successful campaigns, products, and experiences. His strategic vision and collaborative nature ensure successful project execution and outstanding outcomes. TJ Southard is a passionate visual media designer whose expertise in communication and collaboration make him a top choice for any creative endeavor.

www.tjsouthard.com

TECHNICAL EXPERTISE

- Digital Design - Adobe Design Suite
- Workflow and AI Agent Building (n8n)
- UI UX Strategies and Wireframe and Design, Figma
- Unity Graphic Asset Development
- Motion Graphics – Video Production and Marketing Movie Creation
- Project Management
- Marketing / Branding / Proposal Graphic Development (Comps)
- Video Production (Pre, Shoot, and Post)
- Audio Design Production
- 3D Modeling - 3D MAX, Blender, Cinema 4d
- Articulate Storyline and Captivate Courseware Development
- Illustration and Animation – Cartoon to Realistic

REPRESENTATIVE CLIENTS SERVED

- Visa
- HSBC Bank
- Novartis
- U.S. Department of Defense
- U.S. Department of Justice
- U.S. Office of Personnel Management
- U.S. Government Accountability Office
- U.S. Department of the Navy
- U.S. Department of Education
- Parker Aeronautics
- Lockheed Martin Space
- Lockheed Martin Aeronautics
- Federal Highway Administration
- Department of Veterans Affairs
- Department of Homeland Security/CBP
- U.S. Treasury/Denver Mint
- Center on Congress, Indiana University
- University of Michigan

**PROFESSIONAL
EXPERIENCE**

Avatar Partners (2021 - Present)

As the Creative Director at Avatar Partners, Mr. Southard’s main responsibility is to collaborate with concept team members and departments to create user-centric UI and UX for XR/MR/AR/VR projects. He leads conceptual designs from inception to game-ready prefab objects, at which point are programmed by engineers into experiences. Mr. Southard is responsible for leading team members and mentoring their development as well as keeping a hands-on approach to development through the life cycle of the designs he and his team developed. He is also responsible for ensuring company-wide brand standards are applied to visual designs, videos, advertising, and marketing campaigns.

GP Strategies Corporation (2001 – 2021)

As Principal Media Developer, Mr. Southard supported the design and development of a variety of performance support and training tools for use via the web, mobile, or internet platforms for a variety of government, commercial, corporate, and educational clients. He was the Media Account Lead for a top 5 strategic client, responsible for directing the activities of a Media Development team and ensuring quality standards for all design and visual elements in learning, marketing, and communications deliverables.

Advanced Technologies & Research, Inc.,
Norfolk, VA; Owner / Creative Director (1998-2000)

Cisco Promotions, Virginia Beach, VA; Creative Director (1997-1998)

Harbour Graphics, Chesapeake, VA; Art Director (1994-1997)

EDUCATION

Advertising Design/Graphic Design and Illustration, Old Dominion University, Norfolk, VA; 1988 – 1991

CLEARANCE

Secret Clearance

WORK EXAMPLES

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**CONTACT
INFORMATION:**

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