

Wayne A. Page

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Prairie View A&M University

Anticipated Graduation: May 2024

Bachelor of Science

Digital Media Arts

LINKS

Portfolio

<https://waynepagebusi.wixsite.com/website-2>

LinkedIn

<https://www.linkedin.com/in/wayne-page-a00965203/>

CERTIFICATIONS

- Adobe Photoshop Certified
- EICOP Finalist (HBCU in LA)
- Project LEAD HBCU Fellow

SOFTWARE SKILLS

- Premiere Pro
- After Effects
- Illustrator
- InDesign
- Lightroom
- Photoshop
- Unity
- Unreal
- Blender

STUDIO SKILLS

- Branding
- Poster and Flyer Design
- Publication Design
- Typography
- Photography
- Videography
- UI / UX Design
- Video Editing
- Motion Graphics
- C#
- C++

CLIENT EXPERIENCE

FELLOWSHIP/SHOWTIME PROJECT PARTICIPANT

Project LEAD HBCU Fellow - Spring 2023

Showtime Network, Inc.

- Engaged in formal mentorship with Showtime/Paramount executives
- Received executive coaching with professional development
- Participated in five learning modules: research, programming, marketing, creative, and publicity.

"THE CHI" SEASON 3 PREMIERE MARKETING REEL

Showtime Project Lead Fellowship - Spring 2022

- Conceptualized marketing strategy theme "strength in adversity"
- Orchestrated reel utilizing real life tones to create realistic emotional weight
- Collected thematically appropriate music and engineered audio quality

HISTORIC PRESERVATION HOPE CREW

OliveWood Cemetery - Fall 2022

National Trust for Historic Preservation

- Researched the history of OliveWood Cemetery and its surrounding areas
- Developed brand identity using historically important context and details
- Conducted in person visit with clients for tour of site and assist with maintenance
- Presented brand identity guidelines to OliveWood Cemetery staff and 10+ students

WORK EXPERIENCE

CREATIVE DIRECTOR

Prairie View A&M University - August 2023 to Present Day

DesignView Media Center

- Oversees the creative direction of the DesignView Media Center
- Spearheads and organizes meetings between team and clients for jobs
- Developed and oversaw two day networking event for Digital Media Arts Major
- Increased student attendance for major related events by 600%

SOCIAL MEDIA MANAGER / DIGITAL MARKETER

Upwork.com - Fall 2020

DarkInfintyCreations- Mental Health Matters

- Managed, designed, and promoted advertisements for monthly events
- Conducted weekly brand development and marketing strategy meetings
- Investigated and compiled accurate definitions of mental health disorders

EDUCATIONAL EXPERIENCE

JUNETEENTH MUSEUM BRAND GUIDELINES

Prairie View A&M University - Fall 2022

Texas A&M University and School of Architecture Collaboration

- Conducted meeting with the Project Lead and 10+ students
- Developed a brand identity for the museum utilizing historical facts
- Compiled data on Juneteenth Holiday traditions over a 3 month period

MIDTERM ELECTIONS VOTING CAMPAIGN

Prairie View A&M University - Fall 2022

Panthers Vote! Mid-Term Elections Matter Activism Campaign

- Designed and marketed poster campaign to highlight voter suppression and inform students on why mid-term elections are important
- Researched audiences and digitally marketed the product
- Submitted to and accepted by AIGA for "Get Out The Vote!" poster campaign