

# Tim Samoff

*Program Director & Professor at Azusa Pacific University*

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## Summary

A storyteller in any medium.

Game design, UX, UI, animation, motion graphics, graphic design, web design, Interactive...

## Experience

**Program Director & Professor at Azusa Pacific University, August 2018 - Present**

Building a world-renowned Bachelor of Arts program in Digital Gaming and Interactive Media...

**Game Design, UX, UI, Interaction, Motion Graphics, Graphic Design, Full-Stack Web Design, 1988 - Present**

A love for games (analog and digital) and the ability to design them; expert in the theory and execution of design best practices (typography, layout, accessibility, etc.) as well as the current methods of creation and deployment; began designing for web in 1993; possess a psychotic love for UX & UI design, game theory, prototyping, and documentation.

**Professor at Moorpark College, 2010 - 2018**

Tenured Professor teaching +/- five preps per semester (both on site and online). Game design; UX and interaction design; web; digital media and design theory, criticism, and aesthetics; motion graphics, 2D animation, 3D modeling and animation, video editing, etc. Lead faculty, program planning, curriculum creation; Curriculum Committee, Distance Ed Committee, TEDx Committee; student organizations; innovator and presenter. Created a state-accredited A.S. degree in Game Design.

**Serious Game Designer, UX Designer, Multimedia Developer at EMBARQ, 2006 - 2008**

Devised and created Flash-based training courses and games; conducted UX testing and iteration; planned and implemented an organization-wide social network using the Drupal CMS; produced, directed, wrote, shot, and edited several short training films; OSHA-certified; designed & managed the installation of a large-scale corporate art piece; submitted two user-facing technologies for patent.

### **Web Developer & UX Designer at Hensley Technologies, 2003 - 2006**

Created the company's brand identity and web presence, which garnered great acclaim from the electronics industry and became a major source of income. Managed the company's product database and handled all marketing-related collateral.

### **Instructor of Multimedia at Moorpark College, 1999 - 2001**

Taught classes on a variety of multimedia-oriented subjects, as well as Flash, Photoshop, and other digital media design applications, including UX design and processes.

### **Senior Game Designer & Producer at TDK Mediactive, 1992 - 1999**

Experienced roles including Game Designer, Level Designer, Associate Producer, Creative Director, and Senior Producer. Managed teams and worked independently on over 40 software titles ranging from screensavers and desktop customization applications to interactive CD-ROMs for children and full-fledged console and handheld games.

## **Education**

### **MFA Interactive Design & Game Development**

Savannah College of Art and Design, 2012 - 2017

### **BFA Experimental Animation**

California Institute of the Arts, 1999 - 2001

### **AA Liberal Arts**

Moorpark College, 1990 - 1993

## **Honors and Awards**

Newsweek Editors Choice Award (1997), Educational Press Association Excellence in Educational Software (1997), Family PC Family Software Recommended (1997), KC Metro Best Experimental Film (2002), Blog Mentioned in New York Times (2005), Advocate Magazine Interview (2006), SignIndustry.com Featured Article (2006), Patent Submission (2008), Blog featured in Web Designer's Idea Book (2008), Maemo Community Council Member (2008 - 2010), Patent Submission (2009), RoofTop Designee (2009), Maemo Community Council Chair (2011), Hildon Foundation Chairman (2012 - 2013), VCOE Pathfinder Award (2018)