

Max Angelo Groff
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EDUCATION ::

Doctoral Student, Drexel University, Digital Media, 2019–Present

MA, Temple University, Media Arts, 2018–2019

BFA, ArtCenter College of Design and University of Pennsylvania, Film, 2003–2008

TEACHING EXPERIENCE ::

Continuing Education Instructor, Moore College, Philadelphia, PA :: 2016–2019
Teach 3D Animation studio course using Maya and After Effects.

Senior Lecturer, The University of the Arts, Philadelphia, PA :: 2011–2016
Teach undergraduate studio courses using After Effects, Adobe CC, Cinema 4D.
Teach interdisciplinary undergraduate liberal arts writing courses.
Promoted from Lecturer to Senior Lecturer in 2016.

GROUP EXHIBITIONS ::

2018 The Icebox at Crane Arts :: Curator: Mina Zafsarz

2018 20th Diamond Screen Film Festival, Philadelphia :: Curator: Sarah Drury
Exhibited large-scale video installation with over 20 channels of SD
and HD video, live CCTV feeds, lasercut sculptures, projection mapping,
and fluorescent-backlit Duratrans prints.

2017 UArts Exhibition, Montgomery County Community College, Pennsylvania
Curator: Lori Spencer. Exhibited the graphic video work *Tragic Window*
in a group reel.

2016 Goldie Paley Gallery, Moore College Faculty Triennial, Philadelphia
Curator: John Caperton. Exhibited 12 thermal prints in 4"x4" format.

UArts Exhibition, The Kimmel Center, Philadelphia :: Curator: Lori Spencer
Exhibited the print version of *Tragic Window* and other graphic print works.

Live Culture: Cycles, PhillyCAM, Philadelphia. :: Presented by Termite TV
Generated live video art using video feedback in a collaborative studio.

SELECTED FREELANCE EXPERIENCE ::

- 2017 GatesNotes.com (Bill Gates' *Favorite Books*) via Loaded Pictures, Seattle
Animated graphic mitochondria and a transition from DNA to fingerprint to book.
- Microsoft via Loaded Pictures, Seattle
Designed and animated dynamic graphic title cards for internal presentation.
- 2016 Children's Hospital of Philadelphia via Assembly, Philadelphia
Animated images explaining the cause of childhood motor dysfunction as a result of receptor blocking at the neuromuscular junction.
- 2015 Third Ear Recordings, London
Designed vinyl record artwork for Alex Burkat – *Trenton Makes, The World Takes* EP.
- Penn Medicine via Assembly Pictures, Philadelphia
Designed and animated an uplifting video featuring a party of patients undergoing treatment for blood cancer.
- GE Diagnostic Imaging via Assembly Pictures, Philadelphia
Animated a video display demonstrating Optison technology, a tablet-based system created for high-resolution diagnostic imaging of the human heart.
- 2014 Third Ear Recordings, London
Designed and art directed vinyl record artwork for Alex Burkat – *The 285 Kent* EP.
- Microsoft via Loaded Pictures, Seattle
Designed colorful interior and exterior motion graphics for Microsoft's Times Square location.
- 2011 NBC Sports Agency, Philadelphia
to Designed and animated promotional graphics for major sporting events
2013 including the National Hockey League and the Tour de France.
- 2009 BigSmackTV, Philadelphia
to Designed and animated promotional graphics for television networks
2010 including National Geographic, Biography Channel, and OWN.
- Microsoft via Loaded Pictures, Seattle
Designed and animated an internal CEO film featuring Steve Ballmer.
- 2009 Madonna – *Celebration* via Frank The Plumber, Los Angeles
Designed, animated, and edited concert visuals for Madonna's "Sweet and Sticky" tour.
- Black Eyed Peas – *Boom Boom Pow* via Motion Theory, Los Angeles
Designed 2D graphics for music video and promotional campaign.

CREATIVE AND TECHNICAL SKILLS ::

Lightbox prints :: Kodak Duratrans process

Photography and videography :: digital and 35mm

Projection mapping :: MadMapper and After Effects

2D+3D abstract-figurative animation :: After Effects and Cinema 4D

Lasercut sculpture and mixed media :: Illustrator, birch, acrylic, MDF

Electronic music production, mix engineering, mastering :: Ableton Live

Modular synthesis (Eurorack) and improvisational video art :: SD/CRT/HD/LCD

AWARDS AND RECOGNITION ::

2018 Graduate Media Arts Award :: 20th Annual Diamond Screen Film Festival
Large-scale video installation with over 20 channels of SD and HD video, live CCTV feeds, lasercuts, projection mapping, and lightbox prints.
Roles: media arts (video, print, lasercut), projection mapping, sound

2009 Black Eyed Peas - *Boom Boom Pow* in collaboration with Motion Theory
Music video with over 300 million views; featured in AIGA Design Archives.
Roles: co-designer of 2D graphic elements

2008 *Fossil Fools* in collaboration with C. Prieto, M. Relth, J. Kwak, K. Ceron
Animated short featuring a humorous yet cautionary tale of climate change.
Official Selection: Los Angeles Int'l Children's Film Festival, San Francisco Int'l Children's Film Festival, San Diego Int'l Children's Film Festival, Hubbub Animation Festival, Smogdance Film Festival, Artivist Film Festival, Angelus Student Film Festival, Illinois Int'l Film Festival, Student Shorts Film Festival.
Roles: sound design, live action co-direction/compositing, storyboarding

Seiko Spec Commercial

Student Emmy Finalist, AICP Student Top 10, won Telly Award.

Roles: direction, design, animation, 3D, compositing, sound design

2007 Merit-based Scholarships :: ArtCenter College of Design, Pasadena, CA
Received multiple merit-based scholarships to fund my undergraduate education.