FERALUCCE SAVAGE

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Portfolios: savagelightstudios.com/portfolio | This track: savagelightstudios.com/portfolio/visual-information/

VISUAL INFORMATION DESIGNER | MULTIMEDIA | DATA VISUALIZATION

PROFESSIONAL SUMMARY

Visual information designer with more than 30 years in media production, including 14 years producing independent film and television, and hands-on work in cinematography, motion graphics and post-production. Since 2021, designed reference sheets, rulebook diagrams, data visualizations and system maps for 20 Below, a tabletop roleplaying game, built from source data and checked against it, and works inside outside brand standards such as the U.S. Web Design System and IBM Carbon. Focused on getting one idea across in one look.

CORE QUALIFICATIONS

- Information Design
- Data Visualization
- Reference & Job-Aid Design
- Diagrams & System Maps
- Motion Graphics
- Cinematography & Lighting
- Video Editing & Color
- Brand Standards & Style Guides
- WCAG Contrast & Tagged PDF
- Posters, Brochures & Decks
- Photo Editing & Compositing
- Digital Asset Management

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Lightroom, Animate, Acrobat Pro, Media Encoder); DaVinci Resolve, Final Cut Pro

PROFESSIONAL EXPERIENCE

Producer — 20 Below (tabletop roleplaying game), Remote
March 2021 – Present

- Designed 25 web quick-reference sheets, each answering one question a player asks mid-game, drawn from computed data rather than memory.
- Turned exact probability data (every 2-die and 3-die roll) into a rulebook diagram carrying the one idea a reader needs.
- Presented a 99-file procedural divider library as one visual system (nine edge treatments across eleven color roles).
- Mapped how character data moves between the apps and extensions; building the map from source exposed a false claim on the download page, which was corrected.
- Designed character portraits shown consistently in three tools at four sizes (96 to 34 pixels), with generated initials as a fallback.
- Produced the charts, timelines and diagrams for eleven published case studies.

Case studies: One Page, One Question (reference sheets); Making Two Invisible Systems Visible; One File That Travels.

Owner | Executive Producer | Creative Director — Savage Light Studios, LaPlace, LA
1994 – Present

- Direct cinematography, lighting design, editing, motion graphics, color correction and final delivery.
- Designed one public-safety topic (hurricane preparedness) as a data chart, a process timeline and a checklist in four brand standards: the U.S. Web Design System, IBM Carbon, the studio's own brand and a plain-language health style, with every chart color checked for contrast, then extended it into an 18×24 poster, a tri-fold patient brochure and a briefing deck.
- Designed the visuals for two software courses, C-47 Production Engine and VersionPoint: more than 130 screenshots captured by script with numbered callouts on the real controls, the VersionPoint course styled in its app's U.S. Web Design System look read from the app's own stylesheet, and every callout turned into a Rise 360 marker by detecting each circle and reading its number.
- Produce commercial, corporate, documentary and narrative media for clients nationwide, with 17 producer credits in independent film and television (2011–2024).

- Translate client and organizational goals into visual storytelling strategy.
- Build production and post-production workflows that improve asset management and delivery.

Senior Cinematographer & Motion Graphics Artist — Zebonky, New Orleans, LA
2025 – Present

- Shot product cinematography and created branded motion graphics and logo reveals in After Effects.
- Filmed interviews, product launches and live events as part of a multi-person photo and video team.

Cinematographer & Motion Graphics Artist — Albright's Raw Dog Food, Fort Wayne, IN
2025

- Developed motion graphics and visual elements explaining technical product information to consumers.

Digital Archivist & Media Specialist — University of New Orleans, New Orleans, LA
Summer 2023

- Developed cataloging and metadata systems improving accessibility and long-term preservation.

Editing Lab Technical Proctor — University of New Orleans, New Orleans, LA
2019 – 2021

- Supported faculty and students on Adobe Creative Cloud, DaVinci Resolve and editing workflows.

Creative Instructor & Program Coordinator — Art Camp 504, New Orleans, LA
2018 – 2019

- Designed and taught a structured creative curriculum for a multi-week program.

ADDITIONAL EXPERIENCE

- Senior Customer Service Representative (Tier 5) — Sears Contractor Services Group, Apopka, FL — 2007–2010
- Senior Archivist & Sample Retrieval Technician — ABC Chemical Labs, Boone, MO — 2005–2007

EDUCATION

Master of Arts, Film Production
University of New Orleans — 2025 — GPA 4.0

Bachelor of Arts, Film & Theater
University of New Orleans — 2021 — GPA 3.93