

# Peter Julian Desrosier

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Contact – [pjdesros@gmail.com](mailto:pjdesros@gmail.com)  
Website / Portfolio – [pjdesros.com](http://pjdesros.com)

## Summary

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Digital Storyteller for 14 years, most recently as a content creator carrying out support for HP's preliminary design system "Veneer". Adept in planning, executing, and overseeing projects, including 2D/3D CGI and animation, advertising, photography, film, graphic design, web design, and technology solutions. Can manage multiple projects at once, meet deadlines, and rapidly learn and adapt to new skill sets and goals.

## Accomplishments

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- Member of 2-person team that developed VR Demo given at CES and to Hyundai CEO preceding 2019 \$50M investment in Velodyne Lidar
- Developed and executed AR Lidar Demonstration resulting in Velodyne Lidar 2022 SxSW Innovation Award win
- Lead lidar simulation designer for high profile customer demonstrations including Google, Disney, NASA, Toyota, Rivian, GM, and others

## Highlights/Skills

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- Advanced knowledge of Adobe Creative Suite
- Advanced Knowledge of Cinema 4D
- Unity App development & node-based scripting experience
- End to end video creation from pre-production to post-production
- Extensive knowledge of computer hardware
- Social media strategy and execution
- Functional knowledge of IT systems/networking
- Photography and cinematography
- High speed research and autodidact
- UX/UI design & Atomic Design
- Basic HTML/CSS web development
- Organized and efficient, alone and in teams
- Project management
- Advanced knowledge of streaming services/workflows
- Figma & Miro

## Experience

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### **Content Creator** *November 2022 to August 2023*

**HP • Contract** —Austin, TX

Multifaceted content creator supporting the HP design system "Veneer" by developing animations, videos, graphics, email templates and infographics which enable designers and developers to rapidly create better digital and physical products focused on user needs.

- Create a high quality, atomic design-based motion graphics library of visual assets including infographics, title sequences, callouts, lower thirds, transitions, logo animations, and more to be used in content to educate designers across HP, introduce new features, and highlight development training.
- Leverage new tactics in email and newsletter communication to reach target audiences of users, designers, and developers to ensure greater unification of design standards and ultimately save both time and money during development and product support processes.
- Concisely demonstrate better ways for designers to streamline their workflows and reduce fragmentation within teams. Be an advocate and storyteller for the Veneer design system, fostering an interplay between community, content, and connection.

### **Multimedia Content Developer** *October 2018 to August 2022*

**Velodyne Lidar**—San Jose, CA

Visualization and simulation developer aiding customers, investors, and the public to better understand the use of Velodyne's lidar products.

### **Director of Media and Technology** *January 2016 to August 2018*

**Highrock Covenant Church**—Arlington, MA

Produce film, photo, and graphics for the church, while managing social media, budget, IT, systems training, volunteer teams, and event planning.

### **Lead Animator for YouTube Content Creator** *October 2017 to December 2017*

**Aculite**—YouTube Content Creator, 787K Subscribers, 70 million+ Total Views

Work with Aculite to design and animate new motion graphics, overlays, and editing material to be used in videos and livestreams.

### **Web Content Producer** *January 2016 to May 2016*

**Scranton Gillette Communications LLC**—Arlington Heights, IL

Shoot photo/video for home remodeling project from concept to completion, while writing online blog posts tracking the progress of the project.

## Education

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*B.A. Cum Laude*, Communication- Media Studies, Studio Art Minor- Graphic Design and Photography, May 2016

**Wheaton College**—Wheaton, IL, USA