

RUAAN.GROBLER

3D Animation diploma | PSM-1 Scrum Master | TEFL-qualified teacher
Content Creator and Rich Media specialist in the eLearning industry



ruaangrobler0@gmail.com



[linkedin.com/in/ruaan-grobler-0192ba27](https://www.linkedin.com/in/ruaan-grobler-0192ba27)



www.ruaangrobler.com



[YouTube Channel](#)



+27 82 628 5904

This is the extended, static version of my CV/Resume.

For something more concise and engaging, consider viewing the interactive version online.

<http://www.ruaangrobler.com/resume>



16 September 1984

Johannesburg, South Africa

(willing to relocate)

16 years of experience

Availability – one Calendar month

- Tiger herder (Creative lead)
- Client facing, pitching and stakeholder engagement
- Comfortable in both corporate and creative environments
- Meticulous where it matters but always deadline focused
- Passionate about andragogy

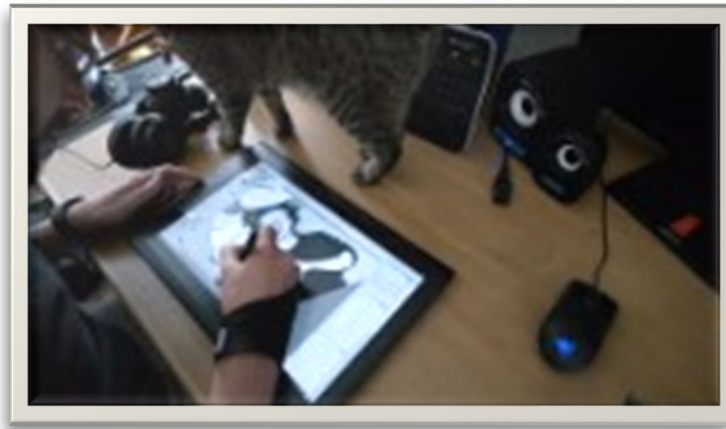
Summary

I am a Content Creator and Rich Media specialist in the Learning and Development space. I write and create training animations and interactive experiences ranging from basic eLearning to animated short films, VR and games. Much of my focus is on video production, story and gamification as well as art and design. My background is in Commercial, Film and VFX 3D production.

I have 16 years of professional experience, including running my own small 3D business. I studied a BCom at the time but dropped it in favour of running my business - I was learning faster on the floor. I have a very wide range of interlocking creative production skills and some valuable fringe skills. I love Scrum and Kanban. I am a registered Scrum Master (PSM-1). I'm always learning and developing myself. My value lies in my duality: I'm strong creatively and technically - everything from ideation with pencil drawings to enhancing a pipeline with Python; and I straddle the divide between corporate and creative - a booming field as businesses are starting to see the value of rich media in Learning, Comms and Marketing. I have substantial leadership experience (almost my whole career). I'm also fluent in English (qualified TEFL teacher).

In my spare time, I write stories, create short films, compose music and work on my own projects – currently with a focus on my first little indie game in Unreal Engine.

My work – a small glimpse:



[This is me](#) – click to watch



[This is my 3D showreel](#)



[This is the showreel for our team at my current company.](#)

Experience

Manager

IQbusiness South Africa

Aug 2021 - Present (2 months +)

I'm starting this phase of my career as the Rich Media Manager (contract) for a remarkable marketing team for a massive retail and lifestyle app powered by one of South Africa's biggest banks. My main focus is the production of engaging video content across everything from Social Media posts to educational content, and even design visualisations for physical installations. My reach expands across the business and I focus not only on the production but legal compliance, risk mitigation and all the usual concerns in this kind of space. I've also filled a gap in the HTML emailer development and distribution process - helping not only to build the pipeline but also facilitating the development and approval process from start to end.

Senior Principal

IQbusiness South Africa

Jan 2019 - Aug 2021 (2 years 8 months)

Some of my key memories and projects were:

Developing several short animated clips to sell corporate users on the use of the Microsoft ecosystem, including Teams, OneDrive, etc.

I was often the first Content Developer to run with new CI guides and illustration styles from clients to help them find their 'animation voice'. This was not only an honour, but something I really enjoy doing.

I also used my skillset to develop comms for Agile dev teams who needed to migrate to Azure. Though this was simple in execution, it was effective and well received.



Principal

IQbusiness South Africa

Jan 2018 - Dec 2018 (1 year)

During this time some of my most memorable work included helping to develop the graphics and animation for a recruitment game which involved the setup for character customization using 3vector colour math and smart asset creation.

I also developed and produced the animation and story on a very interesting OHS piece for an international client. The piece was interactive and had the learner selecting options to drive positive or negative outcomes in the story - something I would love to do again as I feel it's very powerful.



Senior Associate Consultant

IQbusiness South Africa

Jun 2017 - Dec 2017 (7 months)

I joined with the goal of learning much more about business and bringing my content creation skillset to a market that was looking for some disruption. It's been a lovely marriage and I've grown much and given my employer new solutions to offer to their clients, even expanding into areas we hadn't operated before. I've also been able to spread my wings creatively and often run a piece of work from start to finish, including the script, design, execution and technical delivery of SCORM compliant files or LMS-friendly video learning.

Some of my more memorable work during this time included:

Writing and developing a (massively well received) shortfilm for OHS training, This started with a POC, viewable on [the work showcase playlist on my YouTube channel](#)



CG supervisor/Senior 3D Artist

Luma Animation

Oct 2015 - Jun 2017 (1 year 9 months)

When Autodesk pulled Softimage XSI from the market, I was approached with a kind and generous offer from my biggest client and previous employer. They wanted to migrate their pipeline to Houdini and knew that I was a very fast and ambitious learner. We partnered to learn and grow together, and the result was incredible.



CG Contracting and Consulting

Freelance

Feb 2011 - Sep 2015 (4 years 8 months)

An incredible time for growth. I was contracting to bigger studios and offering solutions to smaller start-ups. The work was varied, from commercial work to training videos and lots of engineering visualisations.



Lead Animator

Triggerfish Animation Studios

Jul 2010 - Feb 2011 (8 months)

I was head-hunted to help meet deadlines on one of South Africa's first animated feature films. Despite its incredibly low budget, the film did pretty well, including attracting some star-power and international acclaim. The project had a large upliftment component - giving opportunities to many ambitious individuals who had very little exposure to animation or even computers. I was responsible for a small team of animators, ranging in experience from almost nothing to an Animation Mentor graduate. I'm proud to report several of these individuals have gone on to become serious players in the local animation industry today.



Senior 3d Artist

Luma Animation

Jan 2008 - Jun 2010 (2 years 6 months)

Luma Animation was one of the pioneers of 3D commercial work in South Africa and is still one of the very best. I joined as a junior and left as a senior. My role was that of a generalist and spanned the entire production; from concept and storyboarding, to on-set supervision, and of course everything from modeling, texturing, matte painting, rigging, animation, effects and lighting to rendering and compositing.

It was an incredible experience and I worked on some of South Africa's most memorable adverts with some of South Africa's best creatives and 3D artists.



Animator and team lead

Red Pepper Productions

Jul 2005 - Dec 2007 (2 years 6 months)

The 10 top students from our college were bought in to develop South Africa's first FHD animated series. It was a very low-budget production but has seen much success internationally. The last I heard it was sold in 11 countries and dubbed into nine languages - sadly this was before the internet really became a prominent tool in South Africa so finding evidence of this is proving very difficult. My role was primarily Character Animation, but also some technical and pipeline troubleshooting with occasional modelling and rigging.

I was also invited to direct the animation on one episode - a very special opportunity for a young animator and one I made a success of.

Education



Boston Media House

Diploma, Animation

2004 - 2005


Licenses & Certifications




Introduction to Game Design - Coursera

DFBN9EWR7DDP

 **Gamification & Behavioral Design: The Octalysis Framework** - Udemy
UC-UP0QT5TK

 **Gamification** - Coursera
X5XMM8GSW98Q

 **Writing with Flair: How to Become an Exceptional Writer** - Udemy
UC-Y03I16WQ

 **Story and Narrative Development for Video Games** - Coursera
HWQG7SDQUJYJ

 **+Scrum Master+ Agile Scrum Training** - Udemy
UC-7EP2QFSK

 **World Design for Video Games** - Coursera
2CL6ZXFDNCZ7

 **Character Design for Video Games** - Coursera
BDN22J7Z4G98

 **The Art of Black and White Photography** - Udemy
UC-WVNSYGRA

 **Internationally Accredited Diploma in Weight Loss** - Udemy
UC-12FBVGV B

 **Game Design Document: Define the Art & Concepts** - Coursera
AY6VUDZ5B8KR

 **Game Design: Art and Concepts Specialization** - Coursera
4JGSC7X97L2M

 **Mastering Microsoft Teams** - Udemy
UC-XFAB4YO8

 **Professional Scrum Master I (PSM I)** - Scrum.org
483605

 **Seth Godin's Value Creation Master Class** - Udemy

UC-N27211UP

 **Introduction to learning and development** - Udemy

UC-d4a65db4-2d63-443d-bf53-93c192942c2a



Teaching English as a Foreign Language (TEFL) - The TEFL Academy - Leading EFL Teacher Trainer Provider

603/3835/0

 **Adobe XD UI/UX Design, prototype, and handoff from scratch** - Udemy

UC-b2884ef7-7d2b-4f4e-9940-c457cd4f349b



19 Badges and 1361 points on the Unreal Learning Platform - Epic Games

Several - view link for details

 **Power BI Masterclass from Scratch in 90 minutes [2021]** - Udemy

UC-b7d02d8a-acf4-4241-a93a-558445463a63

 **xAPI Fundamentals - Getting Started with xAPI (aka TinCan)** - Udemy

UC-685198b3-1055-4eda-bbde-dee3ab96a4ff

Some of my preferred tools:

- The entire Adobe suite, especially Photoshop, Illustrator, After Effects and Premiere
- Houdini and Blender (for 3D) – also solid in Maya and Max but prefer the former
- Storyline and Captivate (eLearning)
- Clip Studio Paint (sketching)
- Unreal Engine (and some Unity)
- Very camera-capable with extensive knowledge of gear, lighting, lenses, compression etc.
- The usual productivity tools like the Microsoft 365 ecosystem including Teams, Power BI and of course Powerpoint. I'm also comfortable in Gsuite, Jira, Trello, and all the usual things I don't think need listing.

I'm fluent in English and Afrikaans. The former is my primary language, the latter is my native language. I speak basic, rusty French and I'm slowly learning basic Dutch and Spanish. I'm also a qualified TEFL teacher.

Some of my BIGGER career wins:

- Team Lead: South Africa’s First HD Animated Children’s series, Ed & Eppa in the Wild - Red Pepper Pictures
- Lead Animator: South Africa’s second Animated feature film, Adventures in Zambezia – Triggerfish Animation
- Technical Team Lead: Special Effects for India’s largest budget action film at the time, RaOne, as technical team lead in South-Africa – Luma Animation
- Incredible amounts of vastly successful local and international advertising campaigns in various capacities, mostly as Animation team Lead and CG Supervisor
- Immensely successful training animation campaigns for local top tier banks with an animated short film instead of the usual boring click-throughs
- Leading the visual design of multiple projects in the Learning and Development space which have been recognised as some of the best from the company
- Involvement with and facilitation of Safety Training initiatives, including the design of Brochures, photography of events and much more
- Certification as international Scrum Master (PSM-1)
- Regular assistance to marketing teams wrt filming directors’ messages, interviews, business rescue initiatives during Covid and more
- International narrative driven OHS training, including co-authorship of article published on trainingindustry.com
- Development of assets and technical assistance for several realtime learning solutions including games and Virtual Reality products
- Graphics pipeline development for a game to achieve character customisation using 3vector colour math on sprites
- Development of the Rich Media pipeline for one of South Africa’s biggest apps
- Development of the HTML targeted mailer comms pipeline for the above app

My top skills

- Directing
- Animation
- Lighting
- Asset creation
- Compositing
- Editing
- Filming and photography
- Drawing

– all 2D and 3D where applicable

My intermediate skills

- Writing
- Design
- Programming
- Rigging
- UV layout
- Texturing
- UI
- Instructional Design

– all 2D and 3D where applicable

My fringe skills

- Music composition
- Audio production and manipulation
- Agile project management
- Ideation
- Game development

Additional Skills

I have sound knowledge of UX and rapid prototyping in Adobe XD.

I have a working knowledge of LMSs (SCORM) but I’m particularly interested in the transition to LRSs (xAPI).

I’m passionate about tracking data and visualising it in ways that facilitate smarter decisions.

Soft Skills



This image links to an interactive Power BI representation of my skillset

It's no use being good if people don't enjoy working with you.

Hey bud. Thank you for holding everything down while I was away. Even helping my team! 🤔 08:17

You [redacted] bugga 10:34
Thank you legend 10:34

Forwarded
I think Ruaan just packages it up nicely for me 09:53
Forwarded
He is a perfectionist 09:53
Forwarded

You
Hi [redacted] no prob, I'm literally making the last few changes now, you'll have it in a few minutes 15:11
Legend!

Love it - giving you points jaw 10:25
Now* 10:25

Awesome, thanks my man 09:16

Thanks Ruaan! It's awesome working with you 🏆 12:58

Jeez Ruaan, I don't know how you do it. I hope you are getting paid for the 500 jobs you at [redacted] Please let me know if I can help with anything. Anytime just let me know 😊 15:10

Thank you for all your hard work getting these out, glad the copy made you smile 😊😊 08:45

Feedback on the quality of my work is favourable too.

The team are loving your PL video ruru 10:26



Team is impressed with the video 🍷🍷🍷

Holy Crap @Ruaan Grobler, the video is amazing, I love all of the little animations

Io ✓ Kuaan Grobler
Bud,
[redacted] just sent me the loans video – just wanted to say, GREAT work!!!
Looks amazing!
SO proud of it!
Thank you!
[redacted]
[redacted]
Product Owner: Banking and Financial Services
[redacted]

Great work on the video @Ruaan Grobler seriously epic. Dankie Siggles for the script also. Business is loving it 13:41

[redacted] This is dope! 12:32
[redacted] Damn dude - this is look good 12:33
*-ing 12:35

I love the extra motion you've added on objects. 😊👍 15:44



My 'off' time is also spent on creative endeavours and hobbies



I'm currently developing a short for our company's Greening Committee. 3D with Live action.



Our story thread:

We explore the lifecycle of a can, post-consumption, running through the process of finding its way to the trash, being collected by Whole-Earth and end with the recycling phase. The message is focused not only on recycling, but the value it adds to the people who are involved in the work. At this point my assumption is that they get paid per load, and by recycling more diligently, we can help them earn a better income. - We could also pull in stats and revert them to one IQer and what impact they could have.

We aren't looking to explain the recycling process itself as this is different for each material.

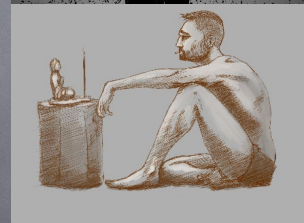
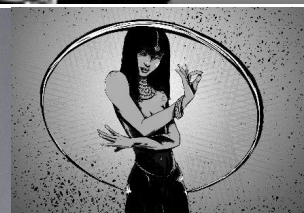
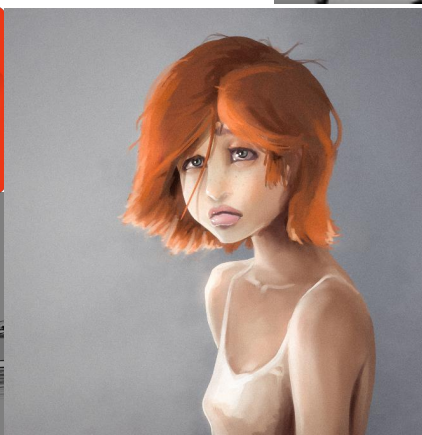
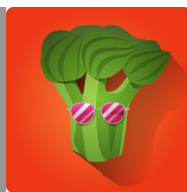
Visual	Narrative
Fridge with can, IQ business logo on fridge	
Shots of can in hand as he 'serves his purpose' by being consumed	
The IQer finishing a coke and dropping the can in the bin with some cool moves	
Shot of the can in the dustbin. He jiggles a little, indicating life.	Tinny Tim always believed there was more to life than the obvious end. He had heard tales of rebirth.
The can pops up and out of the trash	As yet unaware that IQbusiness recycles, and anxious to discover a greater purpose, he decided to escape.

entering the centre	Safe aboard the ferry to a new life, Tinny Tim rested his eyes, secure in the knowledge that he had found his way. He drifted off to the soothing vibrations of the ferry.
ough recycling waste	When the world stopped moving, Tinny Tim spared his eyes to find a strange new world...with machines and people working in tandem
Can on the line or shots of the process	It was clear these people relied on this waste to support themselves and their families. They were paid per load, so the cans that <u>IQers</u> put into separating their recyclables goes a long way to helping these workers earn a better income.
Can in same fridge, loop with opening shot.	And through a dazzling dance of decadence, Tinny Tim was reborn.

I love drawing.

Both polished vector assets for animation, or simply my own concepts for projects.

Watch me draw



I adore photography and writing. (creative- and articles)

[See some of my photos](#)

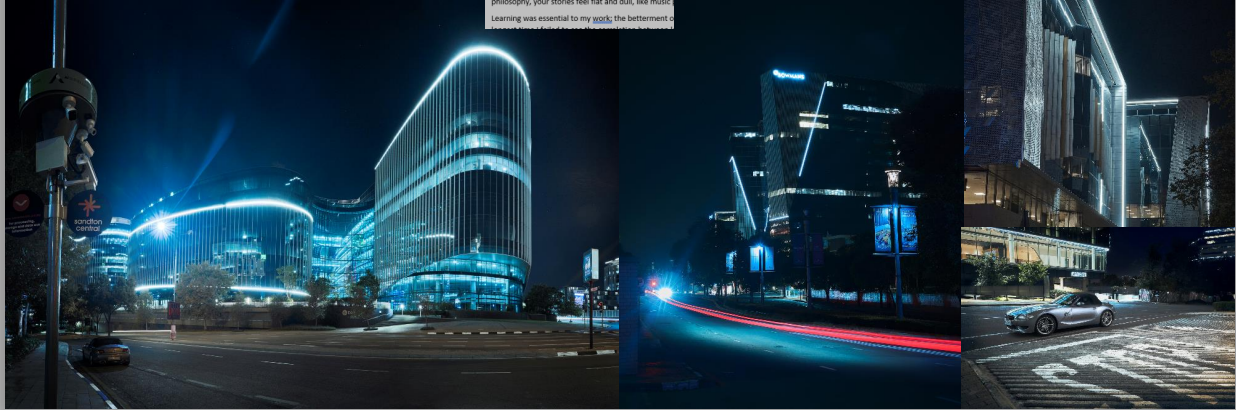
[Read something I wrote](#)

Creativity through slow learning and science

I have a conundrum. I work in Learning and Development, secretly I'm a very slow learner. At least, this was my bothered me since my mind is my main resource. I always told me I'm smart, 've relied on it heavily but seemed my mind was slow. Sharp, maybe, but slow. own. Let me first frame the picture:

I'm an artist. 3D, 2D, animation, photography, writing varying degrees of success. My education was in 3D knowledge is through countless hours of self-study a what was once a side note became a massive passion commercial, film and VFX industry to Learning.

What a wonderfully humbling field Art is! You learn 3 skills are to good 3D, so you learn photography, and are to create strong compositions, so you learn 2D. If you realize a strong visual is existentially dependent to create good images. You learn to write, and realize philosophy, your stories feel flat and dull, like music Learning was essential to my work; the betterment of

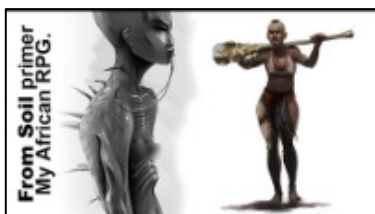


My latest hobby – I'm developing my understanding of music, both traditional and electronic.

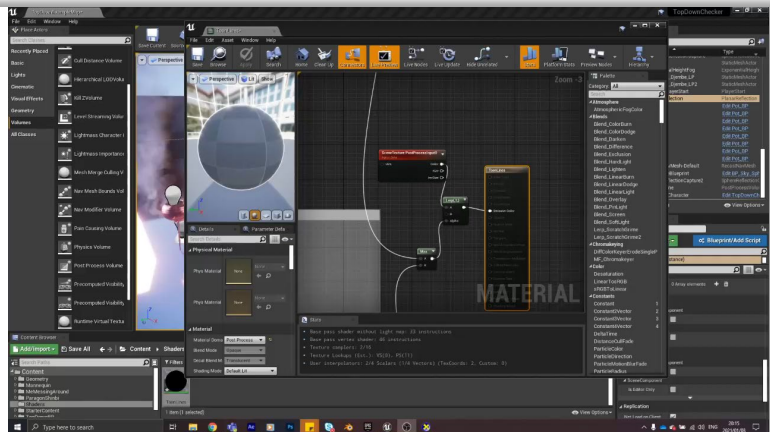
[Listen to my first published song](#)



I'm always increasing my capabilities with realtime graphics using Unreal Engine. I've also started on preproduction for my own indie game.



[This is what I'm working on](#)



This is a quick theory test on using facing-angle pixel math to calculate and drive the display of glowing highlight lines.

I also have a humble YouTube channel which spans drawing, animation and photography.



Click to play button to view this on YouTube

Why every photographer needs a convertible

Sandton South Africa Z4m Roadster



I know that when you hire, you hire a human - not a skillset. As such, a few final words about me:

I try to be a good human being. I enjoy the characters I see in people and love working with interesting humans. I become very attached to my teams.

I love animals and nature, and I enjoy alternative living concepts like tiny homes and vanlife.

I'm always studying and learning more. Not only about the skills I keep developing, but also about science, psychology and philosophy.

I'm an ambitious and hard-working individual who enjoys innovation and the challenges it brings.

Thank you for your time and consideration.

Kind regards
RUAAN.GROBLER