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Education

MS (2005)

Career, Technical and Adult Education
University of Wisconsin Stout

2013 - Present

BS (2002)

Graphic Communications Management
University of Wisconsin Stout

2011 - Present

2010 - Present

2006 - 2011

2003

Teaching Experience

University of Wisconsin Stout

Menomonie, WI

Lecturer, Product Photography and Video, Intro to Video Production, Video Production Practicum, Introduction to Still and Moving Imagery, Cross-Media Graphics/Graphic Communications, Graphics Software Tools, Post-Press Operations

Associate Lecturer, Intro to Video Production, Video Production Practicum, Graphic Communications, Pre-media Tools and Concepts

Advisor, Independent Study Video Production

Instructor, Video Production, Video/Cinema Practicum

Graduate Assistant, Video Production Fundamentals

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Professional and Industry Experience

2012-Present

Founding Principal

A Creative Advocate, LLC

Video production, motion graphics, photographic production and consulting services for local and regional clients. Projects include television commercials, motion graphics development, corporate presentations and marketing materials.

Eau Claire, WI

2006-2011

Senior Video Producer

Sitepro Video

Worked with clients on local, regional and national levels including project through completion and distribution. Provided senior level creative direction and project management while actively participating in all phases of production. Project experience includes television commercials, documentary (short and long form), motion graphics development, corporate presentations, event videography and collaboration on interactive multimedia content development.

Eau Claire, WI

2008

Independent Contractor

David Aichinger Tile Co.

Website development including: Information architecture, website design, HTML and CSS programming, search engine optimization, photo post-processing, flash photo gallery creation and content writing.

St. Paul, MN

Professional and Industry Experience (continued)

2004-2006	Director of Operations, Website Video/Photography Sitepro.com, LLC Direction of website specific video productions and photography work. Video projects experience consisted of form promotional video productions designed for online and DVD distribution. Photography project experience included portraiture, product, location/event, architectural, HDR technique, interactive panorama creation. Experience with both analog/digital acquisition and post-processing methods.	Menomonie, WI
2006	Independent Contractor Dunnville Cutstone Company Website development including: Information architecture, website design, HTML programming and content writing.	Dunnville, WI
2006	Consultant Big Dot of Happiness Provided consulting services regarding photographic equipment purchases or small product photography. Provided training and product studio environment setup for online media staff.	Menomonie, WI
2003-2004	Video Production/Photography Intern Sitepro.com, LLC Assisted with production of short form promotional videos for various websites. Assisted with various photography projects including location/event, portraiture, product and panoramic virtual tours.	Menomonie, WI
2004	Graduate Assistant University of Wisconsin Stout, Dr. Brian McAlister Produced two short documentary video projects in collaboration with Dr. Brian McAlister under a National Science Foundation grant.	Menomonie, WI
2003	Graduate Assistant University of Wisconsin Stout, CTEM Department Produced a training video utilized by photography course instructors to train students in manual processing of photographic film.	Menomonie, WI
2000-2003	Print Production Great Rivers Printing Experience in pre-press activities including design and layout of print graphics, film assembly/stripping and direct to plate technology. Press experience includes running small offset presses (single and 2 color) as well as large format digital printers. Post-press experience includes bindery (cutting, saddle stitching, fold/score, collating, shrink wrap) and overseeing basic shipping operations.	Prescott, WI / Edina, MN
2017-2018	Video Production Major Proposal Proposal and Curriculum Development Working with Dr. Peter Galante in proposal of an applied video production major at UW-Stout. Project is currently approved through intent to plan at the University level and course curriculum is being written.	
2017	Cross-Curriculum Project: Food Packaging Design Photography PHOTO-375 and DES-410 Partnered the Product Photography and Video course with the Product and Packaging Design course (instructor Nagesh Shinde) to collaboratively develop food photography images for use in the "Recreate" packaging design contest run by Stora Enso.	

Curriculum and Laboratory Development

University of Wisconsin, Stout

Menomonie, WI

- 2017 **Curriculum Development, Product Photography and Video**
PHOTO-375
Complete course build from provided syllabus only. This included all photographic, lighting, retouch and compositing workshops for product contemporary product photography approaches. Actively coordinated guest lecturer series with practicing professionals.
- 2017 **Laboratory Update: Product Photography Lab**
New Equipment and Checkout Procedures
Researched, ordered and built new product photography laboratory equipment for use in product courses. This included mobile "tethered" shooting carts, a 360 degree product photography system, a short flash duration lighting head/pack and a motorized camera slider tack system for time-lapse or video control.
- 2017 **Etcetera Modules: Engaging, Teaching, Enriching Resources and Activities**
Face to Face Teaching: Course Contributor
Selected by the Nakatani Teaching and Learning Center project intended to provide teacher training content for educators within UW-Stout. Provided a hands-on creative teaching approach video featuring a class project and strategies used to motivate students.
- 2016-2017 **Cross-Curriculum Project: Student Photography Portfolio Books**
CMG-270, CMG-151 and PHOTO-130
Served as a coordinator of this project across multiple courses and years as instructor in two of the courses listed. Partnered the Post-Press Operations course, Pre-Media Software course and Introduction to Still and Moving Imagery course. Each semester 4-6 publications were created highlighting select portfolio images of student work created in the Introduction to Still and Moving Imagery course.
- 2016 **Film Studies Minor Development**
Committee Member
Served on the committee that drafted and proposed the film studies minor at UW-Stout.
- 2016 **Cross-Curriculum Active Client Project: Author Series Publications**
CMG-270 and CMG-151
Partnered the Post-Press Operations course and Pre-Media Software course (instructor Cynthia Greening) with multiple book author clients. The students set up multi-page publications in excess of 80-120 pages in length and then printed, perfect bound, spiral bound and delivered to the clients.
- 2015 **Curriculum Development, Introduction to Still and Moving Imagery**
PHOTO-130
Re-developed course instruction and demonstration approaches. This specifically included a series of active-learning experiences in class to better comprehension of camera mechanics and artistic/compositional issues prior to pursuing field projects.
- 2014 **Curriculum Development, Post-Press Operations**
CMG-270
Re-developed course instruction and demonstration approaches to facilitate global project conceptualization, reverse engineered from a post-press/finishing perspective. Also implemented new on imposition and mailstream/distribution aspects of post-press logistics.

Curriculum and Laboratory Development (continued)

University of Wisconsin, Stout

Menomonie, WI

2013- 2014

Curriculum Development, Graphics Software Tools

GCM-151

Updated course lecture materials initially provided when contracted in Fall of 2011. Developed new activities including written assignments, non-destructive image editing and website construction analysis.

Re-developed course instruction, demonstrations and projects for raster graphics creation, vector graphics creation and graphic layout techniques. Developed comprehensive class final project for concept development, artwork creation and team management of a large format graphics project used to promote the Cross-Media Graphics Management program.

2013

Curriculum Development, Cross-Media Graphics

CMG-141

Team lead in total course build. This specifically included a shift in course content traditional to GCM-141 (Graphic Communications) to explore multi-channel marketing cross-media graphics project workflows. New/additional course content and projects included exploration of industry trends, use of analytics/data tracking and augmented print application development.

2012

Program Revision Assistance

Graphic Communications Management

Assisted in program-wide revisions to the Graphic Communications Management Program. Primarily participated in redesigning objectives for all Premedia related courses as well as the foundational course, Graphic Communications (GCM-141).

2012

Program Revision Assistance

Applied Photography Minor

Assisted in program-wide revisions to the Applied Photography Minor. Provided insight on video production inclusion in courses which contributed to a movement of all photography courses to include video production elements based on trending industry practices.

2012

Curriculum Development, Graphic Communications

GCM-141

Updated course lecture materials initially provided when contracted in Fall of 2011. Developed new activities including written assignments, vector art design, vinyl cutting/assembly, publication design, design for offset printing press, offset press operation and post-production activities involving offset printed product.

2006-2014

Curriculum Development, Introduction to Video Production

PHOTO-330/530

Continuously updated course lecture materials initially provided when contracted in 2006. Developed new activities including written assignments, hands-on demonstrations for both traditional workflows and DSLR video workflows, various projects including commercial campaign analysis/construction, documentary, 3-point broadcast lighting, high-speed frame rate shooting/editing, chroma key, white limbo environment and motion graphics as applicable to many video productions.

2011-2012

Laboratory Modification, Communications Technology Room 130

Video Production Studio and Equipment

Researched equipment capabilities and provided cost analysis for development of a laboratory modification request. Based on recommendations, \$43,750 of funds were granted to the Apparel Communications and Technology (ACT) Department. Participated in oversight and construction of video production studio and equipment purchases over 2011-2012.

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Curriculum and Laboratory Development (continued)

University of Wisconsin, Stout

Menomonie, WI

2011-2012

Laboratory Management, Communications Technology Room 134

Screen Print Laboratory

Developed a working "Roles and Responsibilities" laboratory management plan for teachers, students, lab management personal and student organization users of the screen-printing lab. This also included training of lab supervisors in correct work procedures.

2011

Curriculum Development, Video/Cinema Practicum

PHOTO-430/630

Developed course curriculum guidelines to advise and facilitate independent studies in video production. Primarily includes student/business collaborative video projects. Students work directly with local businesses to identify projects goals and target audiences. Projects are managed from concept through production and distribution to meet the businesses marketing goals.

2011

Industry Software Partnership, Red Giant Software

Secured a donation of software valued at \$33,920. This included Red Giant's Trapcode and Magic Bullet Suites. The software was integrated into existing video production and photography courses/laboratories.

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University Service and Involvement

University of Wisconsin, Stout

Menomonie, WI

2016

"Empty Bowls" Fundraising Event

Cross-Course Curriculum and Community Partner Project

Partnered the Post-Press Operations course and Pre-Media Software course (instructor Cynthia Greening) with Stepping Stones Food Pantry. Students collaborated with the client and across courses to create printed promotional materials for the event and all printed materials needed to actively run the event. The pantry doubled the funds raised over the previous years event.

2016

Search and Screen Committee

Cross-Media Graphics Instructor Position

Served as committee member to review, screen applications and interview for the Cross-Media Graphics faculty/staff position.

2015

Search and Screen Committee

Cross-Media Graphics Instructor Position

Served as committee member to review, screen applications and interview for the Cross-Media Graphics faculty/staff position.

2015

TEDx Event/Project Advisor

University of Wisconsin-Stout and TEDx

Served as video production advisor for the upcoming TEDx speaker series which was held in fall of 2015.

University Service and Involvement (continued)

University of Wisconsin, Stout

Menomonie, WI

- 2012-Present **Advisory Board Service**
Graphic Communications Management Program
Cross-Media Graphics Management Program
Participated in coordinating students for attendance to the program advisory board receptions. Attended all board related activities and meetings in addition to contributing to content/discussions. This is a bi-annual event at UW-Stout.
- 2011-2015 **Skills USA Competition**
Events Coordinator and Judge
Served as coordinator and judge for various events including print sales and estimating as well as the screen printing competition. This is an annual event at UW-Stout.
- 2013-2015 **"I'm First" Documentary Series**
PHOTO-330, Introduction to Video Production
Coordinated students final class project to feature stories of first generation students (including staff and faculty) UW-Stout. This is done in partnership with the Center for Student Opportunity and I'mFirst.org.
- 2014-2015 **Film Studies Community of Practice**
Member, University of Wisconsin-Stout
Served as member in the Film and Film Studies Community of Practice. The community of practice presents cross-discipline use of film study in various courses at UW-Stout. Membership in this group required members to plan and facilitate a university presentation. Presented the "I'm First" First Generation Student Story series with featured student production groups and documentary subjects in attendance.
- 2011-2014 **STEM Career Day**
Lab Tours and Production Activities Director
Served as lab tour and activity director within the graphics screen-printing lab and the post-press/finishing lab. Guided high school students through tours and assisted in hands-on learning activities. This is a bi-annual event at UW-Stout.
- 2008-2013 **Community Service Documentaries**
PHOTO-330, Introduction to Video Production
Coordinated students final class project to feature local non-profit organizations and historically significant landmarks or businesses in documentary videos. The documentaries were built to aid in exposure of each perspective organizations goals and service to the community.
- 2012-2013 **Augmented Print, Video Production, Motion Graphics Workflow Advisor**
CMG-445 Publications Production
Served as advisor on student produced augmented print portions of the Reddex publication. This included use of Layar and Aurasma augmented reality platform, video production techniques for augmented print and motion graphics development.
- 2013 **International Graphic Arts Educators Association (IGAEA) Conference**
Host University Planning Committee
Served as planning committee member. Aided in development of conference goals, educational session planning and guest program.

University Service and Involvement (continued)

University of Wisconsin, Stout

Menomonie, WI

- 2013 **Siggraph 48 Hour Film Festival**
Competition Judge
Served as a 48-hour film festival contest judge for the student organization Siggraph at UW-Stout.
- 2011-2012 **Graph Expo**
Staff Coordinator and Event Chaperone
Attended the annual graphics technology conference in Chicago, IL with 12-15 students and other faculty members each fall in 2011 and 2012. Assisted in coordination of activities, printing of t-shirts for distribution at the conference and transported students to and from locations as needed.
- 2011-2012 **Stock Media Resource and Copyright Guide Publication**
GCM-141: Graphic Communications
Coordinated students in class research project. Students researched various stock media licensing types, stories involving copyright-related lawsuits and various stock media licensing sources. The research was then compiled and incorporated in a class layout project. The completed production was offset printed/assembled for distribution/use in appropriate courses at UW-Stout. The publication was also distributed digitally in PDF format.
- 2012 **Video Production Advisor and Music Rights Donation**
GCM-445 Publications Production
Served as advisor on a student stop-motion animation tour of the UW-Stout campus named "Stout Motion". Assisted students in Adobe After Effects image stitching and time manipulation techniques. Also donated music licensing from a personal paid contract with Elias Music (valued at \$250).
- 2012 **University Render Farm Exploratory Committee**
Learning Technology Services
Served as department representative (and program specific representative for Graphic Communications Management) in campus committee exploring needs for a campus-wide computer render farm.
- 2012 **Emergency Teaching Responsibilities**
GCM-141-002 Graphic Communications
Served as instructor for a colleague's course over a 10 week period due to a health related emergency. Accepted the additional workload without compensation bringing overall course load to 18 credits for much of the semester.
- 2011 **Graph Expo Video Series**
"Industry Perspectives" and "Graduate Perspectives" Videos
Coordinated, lit, and provided photographic direction for "Industry Perspectives" videos with representatives from Hewlett-Packard and Sappi Ltd. Additionally, captured similar "perspective" videos with past graduates from UW-Stout's Graphic Communications Management Program.
- 2011 **Graph Expo Video Series**
"Industry Partners" Video Production Series
Produced a series of interview-based videos productions with industry partners attending the 2011 conference. The series communicated the value of industry partnerships with UW-Stout and featured High-Flex, XM-Pi and Esko Artwork. The videos were featured at the Graphic Communications Management Advisory Board meeting and later used as a recruiting tool for the program.

University Service and Involvement (continued)

University of Wisconsin, Stout

Menomonie, WI

2011

Graph Expo Video Series

Quick Response Code "Welcome" Video Production

Produced and edited a short "welcome" video for use in conjunction with a QR code driven campaign for the Graphic Communications Management Program. The campaign was deployed at Graph Expo in 2011.

Professional Development

2017

Vanità

Cinematography and Post-Production

Party inspired by the historical tradition of Vanitas painting, the film explores topics related to self-image, obsessive compulsive behavior and destructive habits linked to notions of vanity. Provided some cinematography for this project but was primarily involved on set as the Digital Imaging Technician in addition to performing visual effects, compositing and color correction/grading in post-production. Vanita is currently screening at multiple international film festivals and recently won the Audience Choice award at the Las Angeles International Underground Film Festival.

2017

The Burning Branches

Cinematography and Post-Production

Working with project director Kevin Pontuti (Penitent Production) and other collaborators on this teaser project to be released in 2018. Project work has included cinematography, rotoscoping, image touchup and compositing.

2016-Present

Opure: A Cinema Operetta

Cinematography and Post-Production

Working with project director Peter Galante on this ongoing long-form cinema project to be released in 2018-2019. Project work has included custom camera dolly construction, drone-camera operation and editing, color correction and color grading.

2016

FXPHD Workshops

Fusion Compositing Workshop I and II

Studied and completed the Fusion production workshops I and II. This was specifically for a more complex compositing approach for a collaborative project with Penitent Productions, but also an exploratory effort to see how Fusion's free platform may be suitable for coursework.

2016

Stout Summit 2016

Presenter

Developed and delivered a 20-minute "TED-style" presentation for the conferences series "Transforming Spaced into Places Cross Sector Innovation through Arts-Based Community Development". The presentation featured the "I'm First" documentary series and that projects goals.

Keif Oss	C.V.	Professional Development (continued)
	2013	International Graphic Arts Educators Association (IGAEA) Conference Workshop Presenter/Instructor: Augmented Print Workflow Developed and hosted an interactive workshop covering the fundamentals of augmented print production and workflow using common software and service providers. The session incorporated graphic design, video production, printing, image recognition and the augmented print experiences via mobile or pad-based devices for IOS and Android.
	2013	International Graphic Arts Educators Association (IGAEA) Conference Keynote Speaker Full conference body presentation on trends in the Graphic Communications and Cross-Media Graphics industries.
	2013	“The Flipped Classroom” Workshop Attendee Attended a workshop on “flipped classroom” learning techniques to facilitate active learning and laboratory-based activities.
	2011-2012	Graph Expo Attendee Attended the annual graphics technology conference in Chicago, IL. In addition to networking with industry professionals, attended various workshops and informational sessions.
	2011	New Instructor Workshop University of Wisconsin-Stout Attended a three-day workshop offered ahead of the academic year and provided a great opportunity to learn more about the university, it’s services and various teaching techniques/resources for use in the classroom.

Keif Oss	C.V.	Solo Exhibitions
	2004	Tony Wolf: The Story and Life of A Stonecutter Dunnville, WI Documentary Short; the story of a 91-year-old stone and letterform carver and his relationship with a local quarry, the area architecture and a team of entrepreneurs re-opening the once closed quarry location. Exhibited at the Mable Tainter Theater.

Honors and Awards

2017	Las Angeles International Underground Film Festival <i>Vanità</i> : Audience Choice Award
2013	Telly Award <i>Bronze Telly</i> : Mayo Clinic Health System, “Making the Hospice Choice” documentary.
2011	Pixy Award <i>Platinum Pixy</i> : Deborah Becker Insurance Agency, “Advertising 101” Presentation Motion Graphics Introduction.

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Honors and Awards (continued)

- 2011 **Telly Award**
Bronze Telly: Deborah Becker Insurance Agency, "Advertising 101" Presentation Motion Graphics Introduction.
- 2011 **Telly Award**
Bronze Telly: Royal Credit Union, "Discover the RCU Advantage" Television Commercial.
- 2011 **Telly Award**
Bronze Telly: Bye Goff and Rohde, Television Advertising Campaign.
- 2010 **Telly Award**
Bronze Telly: Chippewa Valley Air Show Documentary.
- 2010 **Telly Award**
Bronze Telly: Mayo Clinic Health System, "A New Journey" Behavioral Health Video.
- 2010 **Telly Award**
Bronze Telly: Chippewa River Industries Company Overview Video.
- 2010 **Telly Award**
Bronze Telly: Junior Achievement "Help JA" Television & Promotional Campaign
- 2009 **Telly Award**
Silver Telly: Mayo Clinic Health System, "Kaden's Story" Documentary.
- 2009 **Telly Award**
Bronze Telly: Curt Manufacturing, "Inside CURT" Promotional Video Series.
- 2009 **Telly Award**
Bronze Telly: Sitepro.com, "Client Testimonials" Promotional Campaign Series.
- 2008 **Telly Award**
Bronze Telly: Grace Lutheran Foundation, Foundation Overview Series.
- 2008 **Telly Award**
Bronze Telly: Irishfest LaCrosse Television Advertising Campaign.
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Professional Skills

General

Video Production Process and Project Management
Estimating, Project Proposals and Contracting
Cinematography
Digital Photography
Camera Systems and Optics
Camera Stabilization Systems
Lighting and Modifiers (Studio and Location)
Audio recording, manipulation, mastering
Editing

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Professional Skills (continued)

Color Correction and Color Grading
Still and Video Image Touchup, VFX and Compositing
Motion Graphics
Distribution (Digital, Broadcast, DVD/Blu-Ray Authoring)

Software Experience

Adobe Premiere
Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Audition
Red Giant Trapcode Products
Red Giant Magic Bullet
Video Copilot Element 3D
Davinci Resolve
Blackmagic Fusion
Boris FX
Zaxwerks 3D Invigorator
Aurasma Augmented Reality Platform
Layar Augmented Reality Platform
Microsoft Office Suite