

# James Culley

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## Personal Profile

A VR and AR education practitioner with a passion for 3D and 2D art. I have a proven ability to develop high quality models for commercial and educational purposes and have worked closely with a number of high profile businesses and 'celebrities' to create visually stimulating content.

Having an extensive knowledge of 3D work-flows; I have a proven track record of teaching KS5 cohorts the specialist subject of Digital Media with an average grade achievement of Double Distinction in all cohorts taught so far.

I have over a decade of senior management experience, most recently in the role of Assistant Principal at a London based Design and Engineering University Technical College where I have lead a whole staff team through a Digital Transformation Program.

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## Software Proficiency

- Autodesk 3d Studio Max
- Unreal Engine
- Adobe Suite
- Substance Painter
- SketchFab
- Choreograph (Robotics Control)
- Office 365 Suite
- Various MIS Systems & VLE's

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## Skills and Attributes

- Senior Management & Leadership
- Staff Mentoring & Coaching
- Project Management
- Teaching of KS4 and above
- Public Speaking
- Hard surface & organic 3D modelling
- 2D & 3D animation
- Social Media Marketing

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## Qualifications & Training

- BSc (Hons) Computer Games Design
- Level 3 Preparing to Teach in the Lifelong Learning Sector (PTLLS) – Boston College
- Level 3 National Vocational Qualification in Information, Advice & Guidance (IAG) – Boston College
- Level 3 National Vocational Qualification in Business & Finance – Queen Elizabeth Grammar School
- Level 2 Functional Skill in Numeracy – First College Lincs
- Level 2 Functional Skill in Literacy – First College Lincs
- Level 2 European Computer Driving Licence – CICT
- GCSE A-C grades in English, Maths, Music, Science, Technology and Geography
- LEGO Education Trainer
- Up to date Healthy & Safety Certificate
- Management Information Systems (MIS) Certificate
- Safeguarding Training completed (up to date)
- Newly Qualified Teacher Coordinator Training

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## Employment

- Assistant Principal | Director of Apprenticeship | Teacher of Digital Media  
London Design & Engineering UTC – London  
Present 2016 -
- Employer Engagement Manager | Technology Hub Lead | Marketing Director  
First College Lincs – Lincolnshire  
2016 2012 -
- Centre Lead | Tutor of Functional Skills  
Chose ICT - Lincolnshire  
2012 2009 -
- Community Development Project Manager  
Voluntary Action East Lindsey – Lincolnshire  
2009 2007 -
- Founder & Owner JCULLEY3D  
3D Modeller | Animator | VR & AR Practitioner  
Present 2005 -

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## Projects Completed (JC3D)

- **Fisher Price / Mattel Augmented Reality App Project - 2016**  
Recreated 10 of the most popular Mattel Children's toys for a toy launch for use in an augmented reality app commissioned by Mattel.
- **LEGO Friends – Model Optimisation - 2018**  
Recreated a LEGO Friends racing car and character for an interactive 3D browser banner in collaboration with Sketchfab commissioned by LEGO.
- **Virtual Reality Delorean / Jason Bradbury - 2017**  
Recreation of a Back to The Future style Delorean in Virtual Reality for Unreal Engine in collaboration with TV Presenter 'The Gadget Show' Jason Bradbury
- **FNATIC 3D Promotional Campaign - 2018**  
Recreation of a full product range of e-sport keyboard and mice for an online 3D shop commissioned by FNATIC
- **Periodic Table – Augmentifyit – 2018**  
Collaboration with my students at London Design Engineering UTC and US software based developer Peopodicity completion of an extensive augmented reality markers and corresponding 3D models available at Amazon and all of the major app stores (**JC3D and LDE UTC Collaboration**).
- **Wireless Web Series VFX Artist – 2018**  
Commissioned by TV show actor 'Primeval' Andrew Potts I created VFX and motion video effects for the popular web series 'Wireless'
- **Fujitsu CoDE – 2019**  
Supported the development of Fujitsu / OCR Code CPD Project via the creation of initial assessment and learning module materials.