



Objective

Freelancer Creative Director with 16 years of industry experience seeking leadership opportunity as a staff Creative Director or Art Director. With this new chapter in my career, I'm looking to tell compelling stories with a diverse team that's just as passionate about nerdy details as I am.

Clients and Agencies

Most Recent

- Garbanzo Group LLC. (Jan 2015 - Current) | Freelance Creative Director
- Vice Media Group (Jul 2017 - 2020) | Freelance Lead Animator, Art Director, Designer & Video Editor
- FCB Global (Aug 2020 - Oct 2021) | Freelance Sr. Animator, Designer, Video Editor
- Conde Nast (Oct 2018 - Dec 2021) | Freelance Sr. Animator, Designer
- Peppercomm (Oct 2017 - Apr 2018) | Freelance Sr. Animator, Designer, Video Editor

Filmography

- The Lone Drone, Short Film (2019) | Sr. Animator, Designer, VFX Specialist
- The Legend of Swee' Pea, Documentary (2015) | Designer, Lead Animator
- Funny You Never Knew, Documentary (2016) | Animator, Designer, GFX Finishing

Agencies

- Bigstar, Method Studios, A&E Networks, IBM, Dot Dash, GoodLook

Other Clients

- Microsoft, Google, FEVO, IBM, Bleacher Report, Broadly 30, Hennessy, Nielsen, Newfronts

Professional Experience

Leadership

- Collaborated with creative directors, producers, and editors to design bespoke motion graphics and animated titles
- Created custom workflows, processes, and design templates for animated graphics and titles for in-house and international teams
- Did extensive research on complex topics to simplify the data and visualize for general audiences to understand
- Organized and managed thousands of files in a file folder structure unique to each project
- Presented design and animation options to in-house teams and clients based on the provided project brief
- Used directing skills including strategic thinking, creativity, empathy, and visionary leadership to make decisions on the action, setting, and layout
- Adjusted design aesthetics, copy and other details based on the campaign target audience and KPIs
- Adaptable and can learn new apps and programs easily

Animation

- Animated characters and scenes in time with voice over and sound effects
- Developed purpose-built and user-friendly character rigs by using a combination of rigging techniques and plugins
- Followed a typical animation pipeline to design, build, rig and animate characters and scene backgrounds



Professional Experience (cont'd)

Animation (cont'd)

- Used various animation techniques and rules including the 12 principles of animation as described by legendary Disney animators Ollie Johnson and Frank Thomas

Design

- Collaborated with small and medium business owners to develop brand guides that included bespoke logos, font choices and usages, and unified color palettes
- Collaborated with upper management to create original 3D graphics and animations with a defined but dynamic visual look
- Conceptualized and animated motion graphics and VFX scenes for broadcast television shows
- Designed detailed templates for multi-channel campaigns that take into account pixel dimensions, overlapping UI elements, margins, and overall user experience
- Designed graphics and animations to match existing branded design elements

Motion Graphics

- Created complex user-friendly animation templates and mogrts taking brand details into account including logos, shapes, fonts, and colors
- Designed animated brand assets including logos, titles, and icons
- Quickly modified existing motion graphics templates to generate unique graphics and text animations for live broadcast shows including the late-night talk show Desus & Mero on Viceland

Post Production

- Added music and sound effects to videos matching edit transitions and motion graphics
- Color-graded video footage and graphics after receiving final edit approval
- Conformed finished edit for final delivery of project files
- Edited video footage, motion graphics and VFX shots to match a musical audio track

Software Knowledge Base

- Adobe After Effects
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator
- Cinema 4D
- Procreate
- Microsoft Office 365
- Google's G Suite

Education

DAVE (Digital Animation and Visual Effects) school

- Graduating class of 2005

Quotes

Jeremy Lerner, Senior Producer at FCB New York

- *"I've had wonderful experiences each time, working on branded content with Alex taking the lead in both editor and animator roles for blue-chip clients."*

Wes Townsend, Founder/CEO of Garbanzo Group LLC

- *"I've worked with Alex for over 5 years (both as a teammate and a supervisor), and he is an outstanding artist and technician. Animation, storyboarding, illustration, design... I'm still trying to find something he cannot do!"*