


# Matthew Penkala

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Senior Motion Designer | Motion Graphics Artist

## Career Profile

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**SENIOR MOTION GRAPHICS ARTIST WITH OVER 8 YEARS OF EXPERIENCE IN MOTION DESIGN**, kinetic typography, 2D animation, visual effects, and video editing. Highly motivated creative professional with mastery of Adobe After Effects, seeking to utilize skills to produce exceptional multimedia content that transcends client expectations, revitalizes brand identities, and drives audience engagement. Demonstrated executive leadership in overseeing a wide range of projects from inception to completion, spanning digital & physical-based advertising, UI/UX (web), broadcast television, and interactive media. Avant-garde, committed to pushing the boundaries of motion design and motion graphics while consistently delivering excellence in every project.

## Core Competencies

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- Motion Graphics
- Motion Design
- Visual Effects
- Adobe Creative Cloud Mastery
- Video Post-Production
- Corporate Branding
- Project Management
- Client Engagement
- Team Leadership

## Professional Experience

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UNIFIED DIGITAL DESIGN ASSOCIATES – SAP® BLACKBERRY® [ET AL.], LOS ANGELES, CA, DECEMBER 2019 TO AUGUST 2022

### LEAD MOTION GRAPHICS ARTIST

- Managed the conception & storyboard development of high-stakes animated ad campaigns for Fortune 100 industry leaders by orchestrating cross-functional collaboration with all creative departments and mentoring a temporary postproduction contract team to meet demanding deadlines.
- Leveraged emerging AI technologies in design to keep my team at the forefront of industry innovation, leading to an increase in project quality, productivity, and growth in client referrals, solidifying our reputation as a leader in corporate graphics.
- Operated as a Motion Graphics Artist in comprehensively heading product and solution videos for enterprise clientele; storyboarded VO scripts utilizing Figma and interwove illustrated images & stock video together to exceed client expectations.

#### KEY ACHIEVEMENTS:

- Produced 2D & 3D animations that effectively communicated the complex functionalities of BlackBerry®'s Radar fleet tracking modules, resulting in a substantial 30% reduction in *tot.* bounce rate, and a surge in audience participation.
- Spearheaded the strategic rebranding of Zeta Global® for its IPO, employing Adobe Creative Cloud apps (*principally After Effects*) to craft motion graphics elements tailored for seamless online dissemination and video playback on the grandeur of New York's many iconic, large-scale video pixel walls, including the prestigious NYSE Bell.

## Additional Experience

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UPWORK GLOBAL INC. – ACTIVISION® [ET AL.], OCTOBER 2020 TO PRESENT

### FREELANCE MOTION DESIGNER, VFX GENERALIST

- Deliver premium motion graphics to a diverse client base, consistently meeting tight deadlines and budget constraints while elevating their projects with compelling visual storytelling.
- Forge long-lasting client relationships by successfully delivering exceptional motion designs that enhance their video content and satisfy strict requirements.
- Direct cross-functional teams (*freelancer job/role delegation*) in formulating powerful visual graphic content, harnessing creative insights, and intelligently adapting to evolving project demands.
- Manage numerous concurrent contract milestones, maintaining an unwavering commitment to end client satisfaction and cultivating a dedicated repertoire, to foster long-term relationships.

#### KEY ACHIEVEMENTS:

- Transformed the visual narrative of Call of Duty®: Warzone, blending RL context with virtual gameplay through cohesive motion graphics, achieving a viral public release for the '*Visit Caldera*' season launch, setting new standards in gaming promotion.

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BAYSIDE COVENANT CHURCH, ROSEVILLE, CA, MARCH 2016 TO DECEMBER 2019

**MOTION DESIGNER & ASSISTANT TECHNICAL DIRECTOR**

- Collaborated with senior leadership to optimize creative operations by establishing a centralized database comprising production-related documents, templates, audio-visual (AV) assets, etc., and crafting insightful style guide workflows to efficiently streamline GFX video production.
- Directed live multiview video switching during special events, precisely coordinating multicampus-wide broadcasts, in-house IMAG presentations, and separate web streams, ensuring a distributed yet unified viewer experience.

KEY ACHIEVEMENTS:

- Engineered the production of graphics & visuals for an extensive audience of 50,000+ attendees, leveraging my dynamic skill set in Adobe After Effects, 2D motion design/animation, NLE video compositing, and abstract 3D animation to create stunning, emotive live displays on panoramic LED walls (*via Resolume™*).
- Produced 10 energetic lyric videos for two leading CCM artists, garnering hundreds of thousands of views across social media.

J. FITZPATRICK STUDIO ATELIER, GRANITE BAY, CA, MAY 2015 TO SEPTEMBER 2017

**DIGITAL IMAGING SPECIALIST**

- Meticulously verified & standardized colorimetric accuracies of large-format digital prints against the original artwork, ensuring a maximally faithful reproduction.
- Collaborated closely with the business owner, Jim Fitzpatrick, discerning his artistic vision, and ensuring that digital manipulation strategies appropriately aligned with the intended creative expression.

KEY ACHIEVEMENTS:

- Augmented the fidelity of digitized hand-sketched artwork within the collection by using Adobe Photoshop (CS6) to devise and implement advanced imaging techniques, enriching quality while preserving the integrity of the original pieces.

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## Certifications

CERTIPORT (PEARSON VUE) - LEHI, UT, 2023

**ADOBE CERTIFIED PROFESSIONAL IN VIDEO DESIGN [HEcS-XM7J]**

- Industry-recognized certification, demonstrating expertise in video editing using Adobe Creative Cloud. This certification ascertains authoritative knowledge in at least two Adobe applications to create graphics, animations, and special effects.

**ADOBE CERTIFIED PROFESSIONAL IN VISUAL EFFECTS & MOTION GRAPHICS USING ADOBE AFTER EFFECTS [675X-Dw7G]**

- Industry-recognized certification, demonstrating expertise in Adobe After Effects, an in-depth understanding of key industry concepts, and high-level proficiency in using the program to create motion graphics and visual effects.

**ADOBE CERTIFIED PROFESSIONAL IN DIGITAL VIDEO USING ADOBE PREMIERE PRO [6pmK-Dw7B]**

- Industry-recognized certification, demonstrating comprehensive proficiency in Adobe Premiere Pro, an in-depth understanding of key industry concepts, and proficiency in using the program to edit and export digital videos.

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## Education and Credentials

- **HIGH SCHOOL DIPLOMA;** Granite Bay High School, *Granite Bay, California*

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## Professional Affiliations

- **AIGA (AMERICAN INSTITUTE OF GRAPHIC ARTS):** Matthew Penkala #952179 - *Professional*, 2024 National Membership

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## Additional Information

**Technical Proficiencies:** Adobe Creative Cloud (Adobe After Effects, Premiere Pro, Photoshop, Illustrator), motion graphics, motion design, animation, visual effects, post production, video editing, Figma storyboarding, Element 3D, Maxon Cinema 4D

**Interests/Hobbies:** digital photography, latte art (caffè), analog filmography, theoretical linguistics, snowsports (snowboarding & skiing)