


Matthew Penkala

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Senior Motion Graphics Designer | Experienced VFX Generalist

Career Profile

Senior Motion Graphics Artist with over eight years of experience in motion design, animation, visual effects, and video editing. Enthusiastic about leveraging my skills in Adobe Creative Cloud to create indelible multimedia content that transcends client expectations, forms a renewed public image for companies, and drives audience engagement. Demonstrated executive leadership in overseeing a wide range of projects from inception to completion, spanning digital & web-based advertising, UI/UX (user interface design), broadcast television, and interactive media. Avant-garde, committed to pushing the boundaries of motion design and visual effects while consistently delivering excellence in every project.

Core Competencies

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

Professional Experience

UNIFIED DIGITAL DESIGN ASSOCIATES, 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 500 industry leaders by orchestrating cross-functional collaboration with all creative departments and mentoring a temporary post production team to meet demanding deadlines.
- Leveraged emerging AI technologies in motion design to keep our team at the forefront of industry innovation, resulting in an increase in project quality & efficiency and growth in client referrals, solidifying our reputation as a leader in enterprise design.
- Operated as a Motion Graphics Artist in comprehensively heading product and solution videos for enterprise clients; storyboarded V/O scripts utilizing Figma and interwove illustrated images & stock video together to exceed client expectations.

KEY ACHIEVEMENTS

- Spearheaded the strategic rebranding of Zeta Global® for its IPO, using the Adobe Creative Cloud apps to craft motion graphics elements/components tailored for seamless online dissemination and playback on the grandeur of New York's many iconic LED video walls, including the prestigious NYSE Bell.
- Produced stunning 3D & 2D animations that effectively communicated the complex functionalities of BlackBerry®'s Radar Fleet Tracking Modules, leading to a considerable ~25% surge in audience engagement and comprehension.

Additional Experience

UPWORK GLOBAL INC., REMOTE, 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 ardently delivering exceptional motion designs that enhance their video content and satisfy strict requirements.
- Direct & delegate cross-functional teams in formulating powerful visual graphic content, leveraging creative insights, and intelligently adapting to evolving project demands.
- Manage multiple concurrent projects, maintaining an uncompromising commitment to end client satisfaction and cultivating a dedicated clientele, resulting in long-term relationships.

KEY ACHIEVEMENTS

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

BAYSIDE 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, and audiovisual (AV) assets and crafting insightful workflow/style guides to streamline GFX video production.
- Engineered live video switching during special events, precisely coordinating multi-campus-wide broadcasts, in-house (IMAG) presentations, and separate web streams, ensuring a distributed yet unified and engaging viewer experience.

KEY ACHIEVEMENTS

- Orchestrated the production of graphics & visuals for an expansive audience of 50,000+ attendees, employing a dynamic skill set apropos Adobe After Effects compositing, 2D motion design, NLE video editing, and abstract 3D animation to create emotive, captivating live displays on full-scale LED walls.
- Produced 10 dynamic lyric videos for two leading CCM artists, garnering hundreds of thousands of views on social media.

J. FITZPATRICK ART GALLERY, GRANITE BAY, CA, MAY 2015 TO SEPTEMBER 2017

DIGITAL IMAGING SPECIALIST

- Meticulously verified the color accuracy (colorimetry) of large-format digital prints against the original artwork, ensuring faithful reproduction.
- Collaborated closely with 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-drawn artwork within the collection by leveraging Adobe Photoshop to devise and implement advanced imaging techniques, enriching quality while preserving the integrity of the original pieces.

Certifications

CERTIPORT (PEARSON VUE), LEHI, UT, 2023

ADOBE CERTIFIED PROFESSIONAL IN VIDEO DESIGN

- Industry-recognized certification, demonstrating expertise in video editing using Adobe Creative Cloud. This certification ascertains pro-level 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

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

ADOBE CERTIFIED PROFESSIONAL IN DIGITAL VIDEO USING ADOBE PREMIERE PRO

- Industry-recognized certification, demonstrating 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.

Education and Credentials

- HIGH SCHOOL DIPLOMA, 2019: Granite Bay High School, Granite Bay, CA

Professional Affiliations

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

Additional Information

Technical Proficiencies: Motion Graphics/Motion Design, Adobe Creative Cloud (Adobe After Effects, Premier Pro, Illustrator, Photoshop), Visual Effects, Post Production & Video Editing, Figma Storyboarding

Interests/Hobbies: Digital photography, analog filmography, theoretical linguistics, exploration, snowboarding