

[My professional journey as a Senior Motion Graphic Designer](#) has been marked by a series of high-impact projects, one notable example being my work for BlackBerry®. I led the strategic direction and management of dynamic animations for BlackBerry® Radar's (QNX®) Fleet Tracking Modules, which played a pivotal role in enhancing user comprehension and engagement. This initiative went beyond creating visually appealing content; it aimed to translate complex functionalities into clear, engaging narratives that resonated with the audience.

The result was a significant 30% decrease in the total bounce rate, a testament to the effectiveness of the animations in capturing and retaining viewer attention.

<https://matthewpenkala.com/client/blackberry>

The BlackBerry® Radar devices, designed to withstand extreme conditions, required motion graphics that could effectively convey their ruggedness and low maintenance. My team-lead animations distilled these complex technical details into engaging visuals that underscored the product's value proposition, thereby aiding in the improvement of operational efficiencies for BlackBerry® clients.

In my role, I have consistently demonstrated advanced proficiency in industry-standard software, including Adobe After Effects, Premiere Pro, Photoshop, and Illustrator. My experience with 2D/3D animation and various rendering engines, along with my ability to manage multiple projects simultaneously, ensures that I can deliver high-quality video work within tight deadlines. I am confident that my track record of creative innovation, technical proficiency, and strategic project management makes me an ideal candidate for the Creative Director 2D Motion role at Indigo Slate.