


Matthew Penkala

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Senior Motion Designer | Motion Graphic Designer

April 3, 2024

Dear Ms. Erin Wilson or Indigo Slate Hiring Manager,

Please find attached my application for the Creative Director 2D Motion position at Indigo Slate. As a seasoned motion graphics artist with extensive supervisory and hands-on design experience, along with a proven track record of delivering high-quality and engaging video production for notable Fortune 100 companies, I am confident that I can contribute meaningfully to the continued growth, creativity, and ingenuity at Indigo Slate. With my comprehensive background in motion design, video post-production, and dynamic visual branding, I am well-equipped to elevate Indigo Slate's creative design & video production strategies to captivate audiences in profound and meaningful ways.

Over 8 years as a first-rate motion designer, I've consistently delivered impactful visual media content and motion graphics for a range of organizations, from small startups to enterprise industry leaders. I have successfully spearheaded IP/brand revamp ad campaigns for renowned public/private corporations, including SAP®, Activision®, BlackBerry®, and Guidewire® Software. During a recent role as the Lead Motion Graphics Artist at digital design agency, The UDDA (Unified Digital Design Associates), I directed the conception and storyboard development of high-stakes animated ad campaigns for said eminent market leaders. This entailed close collaboration with internal & external creative teams while supervising and mentoring a temporary, contracted design team to ensure successful deployment under tight deadlines.

Having had the privilege to lead motion design teams and supervise video graphics pipelines (including in ad agency and in-house design team settings) at globally recognized companies, I developed and implemented motion graphics frameworks that have now spanned multiple projects and deadlines across international teams. I've also worked closely with product designers, engineering teams, and product managers to create simple, easy-to-use systems that reflect brand values and inclusive design. In addition to my mastery of Adobe After Effects and various Adobe Creative Cloud apps (incl. Premier Pro, Photoshop, etc.), I also have proficiency in wireframing software/web apps such as Figma, Illustrator, etc.

My mastery of both 2D & 3D animation techniques, understanding of motion principles, composition, timing, and experience with UI/UX animation for mobile and desktop, including Lottie/SVG interactions, make me well-suited for this position. In addition to my technical skills, I am committed to staying abreast of current design trends and techniques, ensuring that all deliverables meet project requirements, brand guidelines, and technical specifications. I'm familiar with both remote, and on-site work models, and very flexible when adapting to specified requirements.

Thank you for considering my application. I am eager to contribute my passion, creative expertise, and leadership skills as a Creative Director (2D Motion) to Indigo Slate, enhancing our shared vision and ambitious goals.

Warm regards,

Matthew Penkala