


Matthew Penkala

Los Angeles, California (*flexible*) | m: 916 292 1643 | matt@penka.la | [Website](#) 

Senior Motion Designer | Motion Graphic Designer

March 10, 2024

Dear Ms. Gabrielle Molina or MOD Hiring Manager,

My name is Matthew Penkala.

I'm writing to express my enthusiasm for the Senior Motion Designer position at MOD (themoderati.com). With over 8 years of extensive experience in motion design, I am ardent to contribute to MOD's mission of removing the friction between products and people through a combination of strategy, creative communications, and product development.

At The UDDA (Unified Digital Design Associates), I spearheaded video campaigns for high-profile clients, elevating storytelling through creative editing, motion graphics, and, notably, polished animations in both 2D and 3D formats. This experience has sharpened my ability to provide creative design and direction for motion projects, consistently delivering A-1 solutions that embody MOD's forward-thinking vision.

I have a proven track record of leveraging motion to enrich product design and storytelling, transforming intricate concepts into engaging and harmonious productions. My mastery of Adobe After Effects (incl. Element 3D), Adobe Premiere Pro, Adobe Photoshop, and Figma/Adobe Illustrator, coupled with my solid background in Maxon Cinema 4D, positions me as an ideal candidate for the Senior Motion Designer role at MOD. I'm especially energized by the opportunity to contribute to a team that values human-centered design and empathetic solutions, and I am eager to apply my skills to projects that move markets and resonate deeply with consumers.

Collaboration is the cornerstone of my design process, and I thrive in dynamic, collaborative environments where my leadership has been instrumental in guiding teams of motion designers, product designers, and engineers. My expertise in delivering polished animations across 2D, 3D, character animation, and compositing has been refined through years of experience working with strategy, accounts, design, copy, and development teams to bring creative visions to life. My proficiency with Adobe After Effects, along with additional software knowledge in Red Giant Trapcode, DUIS rigging tools, Mocha tracking, etc., has enabled me to achieve design excellence across all platforms and formats.

I'm excited to join MOD's team, where my passion for storytelling, relentless creativity, and comprehensive mastery of motion graphic design will enable me to tackle intricate challenges and drive captivating visual narratives that resonate with audiences on a profound level. I look forward to the opportunity to discuss how I can fuel the continued success and advancement at MOD as the Senior Motion Designer. Thank you for your time and consideration of my application.

Warm regards,

Matthew Penkala