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# MATTHEW PENKALA



MOTION DESIGN ARTIST  
VISUAL EFFECTS GENERALIST

## PROFESSIONAL SUMMARY

Motion Design Artist & Visual Effects Generalist with 7+ years of experience. *Transformed BlackBerry® Enterprises' identity* via motion design for a B2B-relevant landscape. Strong leader with a result-oriented mindset. Known for creative solutions that captivate audiences and elevate brand presence.

## INDUSTRY & WORK EXPERIENCE

2021 – PRESENT [VARIOUS LOCATIONS]

### Freelance VFX/GFX Generalist, Upwork Global Inc. REMOTE

- Collaborate with frequent clients to develop professional animations that enhance their projects and meet their specifications
- Produce high-quality motion graphics for a diverse clientele, and meet various deadlines & budget constraints
- Collaborate with cross-functional teams, while contributing creative insights and adapting to evolving project needs
- Manage multiple concurrent projects, ensuring client satisfaction and repeat business

2020 – 2022 LOS ANGELES, CALIFORNIA

### Lead Motion Graphics Artist, Unified Digital Design Associates REMOTE

- Developed innovative & creative motion graphics and visual effects to enhance visual storytelling for high-profile clients (e.g., SAP®)
- Collaborated with the creative team to develop concepts and storyboards for animated ad campaigns
- Managed and mentored a temp. team of post-production artists to ensure consistent quality and timely delivery of projects

2016 – 2019 ROSEVILLE, CALIFORNIA

### Asst. Technical Director & Motion Designer, Bayside Church ON-SITE

- Coordinated video production for live events with industry professionals, handling LED wall GFX content and directing video switching
- Produced engaging & high-energy lyric videos, showcasing mastery of Adobe After Effects to achieve outstanding results
- Worked closely with senior leadership to provide effective assistance for specific aspects of creative operation

2015 – 2017 GRANITE BAY, CALIFORNIA

### Digital Imaging Specialist, J. Fitzpatrick Art Collection ON-SITE

- Developed & implemented (principally using Adobe Photoshop) effective digital imaging techniques to enhance the quality, yet preserve the integrity of hand-drawn artworks in the collection
- Collaborated with Jim Fitzpatrick to understand his vision and ensure digital manipulation strategies align with the artistic intent

## EDUCATION HISTORY

AUG, 2016 – DEC, 2019

### Graduation Diploma, Granite Bay High School, CA

Completed education with AP credits and a department award & phenomenal review from media/film director

# FIELD CERTIFICATIONS

## Professional in VFX & Motion Graphics (After Effects)

ADOBE CERTIFIED PROFESSIONAL | PEARSON

This certification indicates industry-recognized expertise in Adobe After Effects, demonstrating a deep comprehension of key concepts and the program's interface for creating motion graphics and visual effects.

## Professional in Comprehensive Video Design

ADOBE CERTIFIED PROFESSIONAL | PEARSON

The ‘*Video Design*’ *certification* validates expertise in Adobe Creative Cloud software for creating & editing videos, requiring nuanced proficiency in at least 2 applications.

## Professional in Digital Video (Premiere Pro)

ADOBE CERTIFIED PROFESSIONAL | PEARSON

This certification illustrates advanced proficiency in Adobe Premiere Pro, with a thorough understanding of the program's video editing & exporting capabilities and competent knowledge of industry concepts.

# SKILL SET & PROFICIENCIES

Adobe After Effects



Motion Graphics / 2D Animation



Project Management



Visual Effects & Post-Production



# ADDITIONAL LINKS/URLS

Video Reel [↗](#)

Portfolio (2023) [↗](#)

LinkedIn Profile [↗](#)

Notable Clients [↗](#)