

## Sciplay – Video Marketing Art Manager 2017-2025

Lead cross-office and international creative teams producing video content for digital and social media campaigns. Collaborate with vendors and platforms to implement industry best practices in video production and automation. Optimize AI-driven workflows, streamline production systems, and oversee project planning, delegation, and creative quality. Mentor and train staff on video strategy, AI tools, and emerging creative technologies, while supporting recruitment, onboarding, and professional development initiatives.

## Freelance Graphic Artist / Motion Graphics Artist 2001-2025

As an independant graphic artist focusing in video and media, I have partnered with TV networks, studios, agencies, tech companies, and direct clients to create AI-enhanced motion graphics, 3D animation, VFX, and video content. Experienced in integrating AI tools across production, editing, and design workflows, spanning 360° media, branding, and UI design. Also teach AI-driven design and motion graphics through university courses and online tutorials, including growing a YouTube channel to 4 million views.

## CBS – Freelance Motion Graphics Artist, 3D Specialist 2013 - 2017

At CBS, I was responsible for creating broadcast videos and graphics airing on CBS and CBS 2 News. Duties included creating graphics packages for national news stories, video editing, motion graphics and 3D animation for commercials, graphics for breaking news stories, and design work to rebrand the nationwide CBS graphics templates. While working at CBS I was part of a team which won two Emmy Awards.

## The Art Institutes - Instructor, Motion Graphics & Visual Effects 2013 - 2016

At the Illinois Institute of Art, I taught courses in motion graphics, animation, 3D compositing, and visual effects. In my courses, students learned about topics such as animation principles, design hierarchy, green screen compositing workflow, visual effects, and overall post-production workflow. Students also gained valuable insight and training on how to navigate the creative industry.

## Critical Mass – Senior Designer 10/08 - 6/10

As a senior designer at Critical Mass, I worked across multiple accounts, focusing on LVCVA and AutoTrader.com. I worked on many online initiatives including 3D animation, interactive UI design, mobile interface design, and online animated marketing campaigns.

## Leo Burnett/Starcom – Interactive Art Director 11/05 - 9/08

As an art director, I collaborated and led teams of interactive designers and developers to create strategic online and print advertising for national clients. During my tenure I was promoted from interactive designer to art director.

## R. Sirko Design – Graphic Designer 9/03 - 7/05

As a graphic designer, I led projects for print, brand identity, logo design, web and interface design, motion graphics, 3D modeling, animation, and typography. At R. Sirko Design, I worked with both local and national clients.

## ID Graphics, Inc. – Graphic Designer 5/02 - 9/03

As a graphic designer, I worked on print and web design, as well as many other project manager roles. In addition to design work, I was also involved in all steps of in running a screen printing press, from shooting screens to running the press.

## EDUCATION

Valparaiso University B.A. Art DePaul University M.S. Cinema Production

### MOTION GRAPHICS

2D Animation, 3D Animation  
Visual Effects, 3D Compositing  
Video Editing, Color Correction  
Photo / Video  
AI tools for video & Design

### DESIGN

Graphic Design  
Photography  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

### AUDIO

Sound Design  
Sound Mixing  
Pro Tools  
Adobe Audition

### EDUCATION

University Faculty  
Corporate Training  
Online Group Training  
1-on-1 Training  
Video Tutorials

### WEB

Desktop UI Design  
Mobile UI Design  
HTML 5 Banners  
Design for Responsive  
CSS