

## Matt Lawrence

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## Objectives

creative director. motion designer

## Experience

### Associate Creative Director, Motion Graphics • HUGE, New York City • Aug 2010 - Present

Direct and animate motion graphics for product spots, lifestyle demos, retail signage, brand trailers  
Consult writers regarding scripts, direct visual sequences and video edits for the agency  
Interface with client: pitch video concepts, present storyboards, explain video content strategies  
Work with client services to estimate timelines/budgets and staff accordingly  
Promoting video capabilities to expand motion design discipline at HUGE  
Plan pre-production and direct videography shoots

### Art Director, Motion Graphics • R/GA, New York City • Aug 2007 - Present

Designed and animated motion graphics for product spots, lifestyle demos, retail signage  
Directed visual approach and delivery of projects that run through the Digital Studio  
Worked with producers and creative directors to estimate project schedules and budgets  
Interfaced with client: pitched concepts, designed and presented storyboards  
Collaborated with visual, branding, and retail design teams  
Planned pre-production and directed video shoots

### Senior Designer • R/GA, New York City • Jan 2005 - Aug 2007

Designed user interface and storyboard sequences for campaign sites, global systematic sites, pitch work, retail kiosks  
Animated user journeys and product demos for campaign sites, global systematic sites, and pitch work  
Lead motion designer for 2005 Sharp AQUOS More to See campaign. Won award for best consumer website  
Worked on Nokia Nseries account to ensure brand strategy was translated to the visual and motion design

### Web Designer/Motion Designer • SEGA, San Francisco • Dec 2001 - Dec 2004

Lead designer and animator for interactive sites built to promote upcoming SEGA games  
Designed and animated online presence for Sonic Heroes and PSO III, most visited SEGA gamesites  
Collaborated with writers and developers to create online games and marketing strategies  
Animated and edited promotional game trailers for marketing and sales distribution

### Web Designer • Eidos Interactive, San Francisco • Mar 2001 - Dec 2001

Designed and animated promotional gamesites using html and flash  
Designed user interfaces and developed motion for official Lara Croft fansite  
Designed and developed Flash banner campaigns promoting upcoming Eidos games

## Tools

Graphic Design	Photoshop, Illustrator, InDesign, Lightroom
Animation	After Effects, Cinema 4D, Magic Bullet, Trapcode, Revision FX
Videography	Final Cut Pro, Compressor, Canon 5D, Canon L lenses, Rode Mic, H4n Zoom
Audio Recording	Apple Logic, Soundtrack Pro, Ableton Live, Reason, Pro Tools

## Education

B.A. in Environmental Design, University of California, Davis  
Degree in Graphic Design/Visual Communication