



BIOGRAPHY

I'm a multidisciplinary designer with over 10 years of experience in the creative industry managing the complete design process, from concept to delivery; particularly suited to approaching complex visual communication challenges with unconventional media and approaches. I also enjoy doing dad stuff, cycling, social justice and baked goods.

 www.linkedin.com/in/waltergerald

 www.instagram.com/waltergerald

EXPERIENCE

MULTIDISCIPLINARY/MOTION DESIGNER

LEAN MEAN CREATIVE MACHINE | OCT 2020 - CURRENT | L.A., CA REMOTE

Create motion graphics, illustration, graphic design and web assets for national social justice organizations and nonprofits. Distilling complex datasets and ideas into eye-catching and provocative artwork.

MOTION DESIGNER

WALTER GERALD CREATIVE | MAY 2015 - CURRENT | BOISE, ID

Provide creative direction and strategy in addition to creating motion graphics, animation and graphic design for a nation-wide portfolio of clients on a variety of projects. Working closely with stakeholders to solve communications challenges with elegant and intuitive visual solutions for film, print, web and social media.

VISUAL DESIGNER

PAYPAL | MAY 2023- JULY 2023 | SAN JOSE, CA REMOTE

Developed a comprehensive illustration system for an interactive AI small business quiz utilizing current trends and market research while managing feedback and creative direction from multiple stakeholders.

VISUAL DESIGNER- SPECIAL PROJECTS

BAZAR | MAY 2022 - MAY 2023 | S.F., CA REMOTE

Worked directly with C-Suite executives on site prototyping to enhance usability and user experience in a quickly-growing startup environment.

SENIOR GRAPHIC DESIGNER

TETON COUNTY LIBRARY | SEPT 2013 - MARCH 2023 | JACKSON, WY

Lead design, development and production of communication materials for all of TCLIB's programs. Manage and direct multiple campaigns for TCLIB's different target audiences: children's, teen, adults, Spanish language programming, fundraising and cultural events while maintaining brand continuity. Create impactful and iconic visual campaigns whose reach extends beyond the Jackson Hole area.

GRAPHIC ARTIST

TETON MEDIA WORKS | APRIL - SEPT 2013 | JACKSON, WY

Built and edited client ads and spot illustration for Teton Media Works' various publications. Gained in-depth knowledge of print proofing and offset printing best practices.

EDUCATION

B.S. DEGREE

Advertising, Minor of Psychology | 2006 - 2010
University of South Carolina

MASTER OF MOTION DESIGN

Ben Marriott | 2021

Further developed a mastery of motion design concepts and technical skill over 12 weeks within Adobe After Effects including scripting, advanced animation techniques, camera work, character design and effects compositing.

AFTER EFFECTS BOOT CAMP

School of Motion | 2019

Gained competence in Adobe After Effects over the course of 10 weeks in order to make the transition from graphic designer to motion designer. Learned and put into practice the 12 principles of animation.

CODE WYOMING

State of Wyoming | 2015

8 week full-time front end design and coding course covering HTML, CSS, Wordpress & Bootstrap frameworks.

FILM EDITORIAL INTERNSHIP

Number 6, NY | 2009

Learned basics of editing with Avid Media Composer in an editorial house alongside industry-leading editors for film and tv.

NORTH CASCADES MOUNTAINEERING

National Outdoor Leadership School | 2007

Leadership, group dynamics, risk management, stewardship, interpersonal skills.

SOFTWARE

After Effects, Photoshop, Illustrator, Indesign, Premiere, Cinema 4D, Procreate, Klaviyo, Blender, Google Web Designer, MS Office, Google Suite, Figma, Audition, Media Encoder.

SKILLS

Interpersonal Communication, Motion Design, Character Design, Cel Animation, Character Rigging, HTML Animation, Typography, Color Theory, Illustration, Layout, Art Direction, Logo & Identity Development, Moodboarding, Data Visualization.