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Al Cota

MOTION DESIGN ART DIRECTION GRAPHIC DESIGN

AREAS OF EXPERTISE

Brand Identity, Aesthetic, & Equity
Animation & Motion Design
Visual Effects & Impact
Client & Partner Relations
Cross-Functional Leadership
Marketing Assets
Digital & Print Design
Media Production
Social Media
Content Development

SELECT CLIENTS

Microsoft
Comcast
Washington State Fair
Ben Bridge Jeweler
FOX
Disney
Universal
YMCA
Sleep Country USA
Skulcrate
New Line Cinema

PROFILE

Creative professional with extensive experience in motion and digital design, with a background that demonstrates leading creative execution in both small agency and large corporate environments. Adept at mindfully implementing stakeholder feedback while maintaining alignment with goals and aesthetic. Known for exemplary work ethic, the ability to build collaborative working relationships, and consistently elevating creative work.

EXPERIENCE & ACCOMPLISHMENTS

EVERSANA INTOUCH , San Diego, CA • 3.2022 – Present **Senior Motion Designer, Creative Services**

As a Senior motion designer I collaborate with creative teams across the company to develop effective motion design, brand awareness and compelling visuals to meet client needs. I also partner with stakeholders to support the creation and development of motion assets for new business pitches.

Freelance Designer, Seattle, WA • 07.2020 – 3.2022

Motion Design / Art Direction, A|L Media, Indigo Slate, Revance Therapeutics

Working as a freelance designer/ animator specializing in 2D/3D design and art direction. Assist clients to identify goals and develop compelling graphic campaigns and all associated content to penetrate target markets and enable growth.

TEK Systems / Rational CX, Bellevue, WA • 9.2016 – 07.2020

Senior Designer / Motion Designer, Retail Digital Creative, Microsoft

Partnered with the art director and project managers to design, create, and launch motion content for Microsoft in-store experiences for all U.S. retail sites and flagship stores in Sydney, Australia and New York City. Oversaw all phases of creative projects and initiatives to support the design, creation, development, and deployment of high impact themes for the video wall to display device feature content.

- Created the Office 365 video wall theme to increase awareness of new feature offerings and showcase users interacting with the software and ways to improve productivity.

- Developed the Xbox family video wall concept to drive sales across the Xbox console, One X, and One S product family by creating a theme that created a visual divide within in-store screens displaying one console on each side leverage at small to large format stores.

NOTABLE AWARDS

Gold Communicator (2014)
Ben Bridge Holiday TV

Bronze Telly (2014)
Ben Bridge Case Study

W3 Silver Award (2014)
Microsoft Social Personality Video

TECHNICAL SKILLS

Adobe Photoshop

Adobe After Effects

Cinema 4D / Octane

Adobe Illustrator

Adobe Premiere Pro

Adobe InDesign

Adobe Flash / Animate

Microsoft Office Suite

Mac OS

Windows OS

EDUCATION & CREDENTIALS

School of Motion
Cinema 4D Basecamp Certificate
(2019)

UCLA
Advanced Print &
Communications
Certificate Program
(2010)

Woodbury University
Graphic Design Program
(1996 - 2000)

Don Bosco Technical Institute
Associate of Science
Graphic Communications
(1995)

Jones Advertising, Seattle, WA • 5.2011 - 9.2016

Senior Motion Graphics Designer

Led the conceptualization, design, animation, composition, visual effects (VFX), and editing of a variety of projects, spanning television sports, online videos, and print campaigns.

- Played a key role in conceptualizing, shooting, and producing a stylized basketball television spot for Sleep Train charged with blocking out plays, assisting in the shoot, final editing, and compositing.

- Partnered with Ben Bridge Jeweler in developing brand assets across print, digital, social media, and television to ensure messaging strategy and vision was achieved.

- Played a crucial role in re-branding local clients such as The Washington State Fair, and Sleep Train USA.

AL COTA, Los Angeles, CA & Seattle, WA • 4.2009 - 5.2011

Graphic Design Consultant

Advised clients on the art direction and design of communications materials – from motion graphics to print assets. Worked with clients to identify goals and develop compelling graphic campaigns and all associated content to penetrate target markets and enable growth.

DELUXE DIGITAL STUDIOS, Los Angeles, CA • 10.2008 - 4.2009

Designer

Developed innovative, compelling motion graphic home video release designs for such clients as Disney, New Line Cinema, Universal and United Artists, among others.

- Designed and animated DVD menus – notable projects include Valkyrie Blu Ray Menus for United Artist; The Nightmare Before Christmas DVD menus for Disney; Mellissa Etheridge “Lucky” DVD menus; and KPAX DVD menus for Universal.

ICANDY INTERACTIVE, Los Angeles, CA • 2.2008 - 10.2008

Junior Art Director

Supported the art director and production manager to develop and delivery all design and artistic elements to vendors on time and within budget. Led the design of motion graphics and user interfaces (UI).

FLUENT ADVERTISING, North Hollywood, CA • 9.2007 - 12.2007

Senior Designer

Oversaw the design of UI and motion graphics, partnering with the creative director to create and execute on concepts.

COMPANY WIDE SHUT, Los Angeles, CA • 10.2006 - 6.2007

Senior Designer

Provided design and artistic vision and leadership in the conceptualization, design, and animation of motions graphics. Maintained client websites, created custom elements, and assisted in photo shoots.

SCOPE SEVEN, El Segundo, CA • 10.2002 - 6.2006

Senior Designer

Served as a key leader in executing a rebranding campaign, including designing a new company logo, print material, and company ID. Managed the ideation, design, and animation of motion graphics, oversaw video editing, and served as project lead across numerous high-profile projects.