

LAUREN VALKO

MOTION & DESIGN

WORK EXPERIENCE

YouTube | Motion Designer | October 2019 - Present

- Leading efforts to uplevel motion graphics for YouTube's Support VISCOM team - striving for cohesion with YouTube's Standards, creating internal workload efficiencies for quickturn-around times, encouraging XFN alignment, and educating through storytelling
- Providing creative feedback for external designers and agencies in accordance to YouTube Standards and design standards personally set for VISCOM's Viewer and Creator channels
- Designing, illustrating, animating, templating and defining rules for VISCOM's growing motion toolkit; Titles, Lower Thirds, Stylized UI, Supers, Call Outs, Characters, Video Thumbnails, Channel Banners, etc

Freelance | Art Director, Motion Designer & Illustrator | June 2018 - Present

- Collaborates with clients and creatives to tell stories that move - communicating complex ideas with purpose and clarity while bringing brands, products, and campaigns to life through animation
- Leads conceptual development and pitching efforts by creating or directing visually stunning and compelling style frames, and storyboards

Real Art | Motion Designer | April 2015 - October 2018

- Created design-driven animations that tell compelling stories and simplify complex subjects using a variety of visually appealing styles and techniques from 3D realistic scenes to 2D character animation
- Led efforts in motion pieces and attention grabbing social posts while maintaining high quality standards
- Applied a thorough understanding of animation principles, graphic design fundamentals, and typography
- Concepted visually compelling style frames, storyboards, and animatics quickly and efficiently
- Took initiative in quickly learning new techniques and workflows to support project needs
- Juggled multiple projects with fast turnaround times and overlapping deadlines
- Worked well both individually and collaboratively; maintained constant communication with teammates, producers, and freelancers

Wright State University | Motion Graphics Artist | October 2013 - April 2015

- Spearheaded and oversaw the creation of high quality animations, and edited lectures for WSU's Distance Education online course material - engaging students and enhancing lectures
- Maintained a balance between quality and quantity; outputting +60 hrs of course material per semester

NBCUniversal | Creative Services Intern | June - September 2012, & January - July 2013

- Created Brand assets - show logos, key art, episode tune-ins, etc. - for static print and digital production
- Collaborated with Creative, Marketing, and top NBC execs to maintain the look/feel of the Bravo Brand

OTHER EXPERIENCE **Light Grey Art Lab Creative Iceland Resident 2019**

EDUCATION **Ohio University 2013**, GPA- 3.81
Bachelor of Science in Communications / Digital Media

School of Motion
Design Bootcamp | Spring 2017
Advanced Motion Methods | Spring 2019

AWARDS and HONORS **Gold and Best in Show Winner** | AAF Dayton Hermes Awards 2016 - 2018

SKILLS After Effects, Premier, Illustrator, Photoshop, Flash, InDesign, Red Giant Trapcode; Audition, Maya, C4D, Unity, Blender, LuxRender, Storyboarding, Styleboarding;