Arick Elion

Graphic & Motion Designer

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PERSONAL STATEMENT

With over eighteen years experience as a multi-faceted graphic designer, I have proven expertise in developing creative solutions and designs for an extensive range of clients. As a self-starter, I am proficient in managing several projects while working alone, but thrive when collaborating with a team. I have a strong background in creating distinctive print materials from concept to completion, including: brochures, trade and consumer ads, packaging, logo design, press kits, catalogues, posters, sell sheets and trade show signage.

Adobe Photoshop, Illustrator, After Effects, Premiere, Audition, Final Cut Pro, Cinema 4D, and Microsoft Word are just some of the programs that I am familiar with. I am also a skilled Photographer and Illustrator.

EDUCATION

2000 - 2003
Memphis College of Art, Memphis, TN
Bachelors Degree in Graphic Design
Portfolio Merit Scholarship

1999
The Art Institute of Chicago, Chicago, IL
Major in Fine Arts

WORK EXPERIENCE

2016 - Current
Foundever, Miami, FL
Marketing and Promotion Specialist
Working in collaboration with the group's multidisciplinary teams based in France, the Philippines and its different subsidiaries throughout the world to produce communication and commercial media. Also helping to articulate the visual identity of the Sitel brand throughout the North American and Latin American areas by traveling regularly to their different sites using a Lumix GH5 and Canon EOS 5D to photograph, film and edit promotional site videos. The scheduling and conducting of interviews, Site/Country Leaders and agent photo shoots, filming country landmarks and maintaining track of legal documentation of said shoots are essential. As well as filming and photographing company events for social content and future promotion. Daily software used are Premiere, Aftereffects, Photoshop, Illustrator, Indesign, Audition, Media Encoder, C4D, Teams, PowerPoint, Word, Excel and Sharepoint.

2015 - 2016
Pinnacle Advertising and Marketing, Boca Raton, FL
Graphic Motion Editor
Editing and designing automotive commercials for clients such as Braman Miami, Kia, Hyundai, Mini and JM Lexus, using After Effects, Premiere, Photoshop, Illustrator and C4D to create dynamic and eye catching visuals. Assisting as second DP on commercials shoots and also as photographer for future print pieces. Color correcting, rotoscoping, compositing and motion tracking are just a few of the steps used in the editing process. Using Microsoft Excel to document and track time used issued for projects and sending commercials to their assigned stations for broadcast using an FTP server.

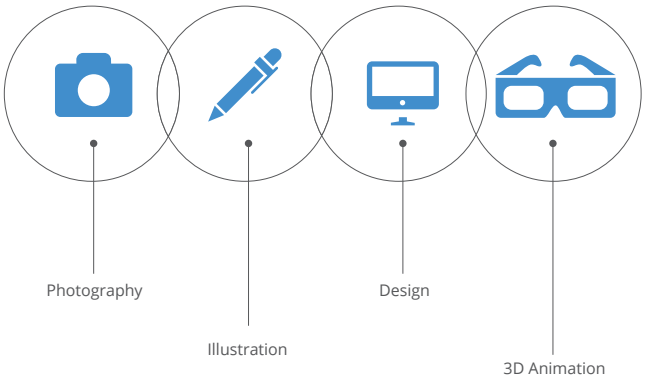
2013 - 2015
Multi-Media Marketing, Pembroke Pines, FL
Graphic/Motion Designer
Responsible for the visual execution and presentation of all incoming/outgoing video content. Storyboarding, assisting with talent auditions, participating in the shooting and production of client videos in a studio setting ensuring that the hands on demand of the "from concept to completion" idea is accomplished. Photographing, modeling, texturing and animating company products in Photoshop and Cinema 4D to help give the video a more life like feel for the end result product.

AWARDS

2014
2014 Telly Award Commerical Products Video Category
International Paper
"Hammermill Tidal MP"

2013
2013 Addy Award Video Category
St. Jude Children's Research Hospital
"St. Jude Children's Tree"

STRENGTHS



DESIGN SKILLS

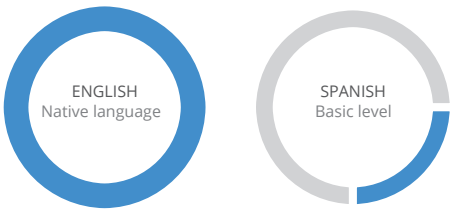
Applications

Adobe Photoshop
Adobe Illustrator
Adobe AfterEffects
Adobe Premiere
Adobe Indesign
Cinema 4D
PowerPoint
Word
Final Cut Pro
Compressor
Sketchup
HTML & CSS
Procreate

Knowledge

Eye for beauty and composition.
Visual Storytelling.
Image editing.
Motion design.
Color theory.
Cinematography.

LANGUAGE SKILLS



HOBBIES

Art
Movies
Music
Books
Fitness

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