

LANCE BELL

DIGITAL DESIGNER

CONTACT

678.851.0292

freelancebell@gmail.com

www.freelancebell.com

PROFILE

Creative and detail-oriented visual designer with exceptional skill level and experience in various mediums, such as graphic design, motion graphics and video production. Highly skilled with programs in Adobe suite, such as Photoshop, Illustrator, Premiere and After Effects. Extensive experience in producing marketing campaigns via print, digital ads and TV.

SKILLS

Graphic Design, Logo Design, Campaign Branding, Web Design, Motion Graphics & Animation, 2D, Kinetic Typography, Digital Video Production & Post, Visual Effects, Rotoscoping, Green/Blue Screen, Color Correction, Editing, Shooting Photography & Digital Photo-editing, Sound Design

SOFTWARE SKILLS

Photoshop | Illustrator | After Effects | Premiere | Avid Media Composer | Cinema 4D Lite | Asana

EDUCATION

Associate of Arts degree in Video Production, Art Institute Of Atlanta 1998 - 2000

Academy of Art University: Web Design and New Media 2010 - 2013

AWARDS

American Inhouse Design Award: PenFed Credit Union 10 Tips to help you qualify for a Credit Card 2022

Marcom Awards: PenFed Credit Union Premium Online Savings Promo Video 2022

EXPERIENCE

Motion Design / Video Editor | PenFed Credit Union | Remote Tysons, VA | August 2021 - Present

Edit video and create animations for social media, branch Pivnet tv screens and product promotions.

Create animated videos, utilizing adobe creative suite.

Work with copywriters to create videos, including music sound design and graphics.

Videos created gained 500k more views with learning center financial literacy branch.

Visual Designer | Universoul Circus | Atlanta, Ga | January 2019 - July 2021

- Create digital ads with Photosho and After Effects, including the compilation of music, voice narration, graphic assets,

- Create vinal and digital billboards, social media content static or animated.

- Prepares digital assets for, web and marketing material.

- Edit TV commercials for broadcast to promote show tour.

- Participate in creative and conceptual brainstorm that lead to actionable ideas.

Senior Graphic Designer | Atlanta Dream WNBA | Atlanta, Ga | May 2015 - December 2018

Responsible for creating visual design solutions for all internal constituents: Ticket sales, business operations, corporate partnerships, marketing, finance & administration, digital media, and broadcast & communications.

- Duties include photography designing sales collateral, brand guides, motion graphics, digital arena signage, apparel/merchandising, social media content and other promotional assets.

- Create high resolution/photo-realistic product mock-ups.

- Edit video footage in Adobe Premiere, apply branded intros/lower thirds in After Effects, and compile B Roll for video interviews

- Mentor and tutor interns on graphic design and digital media.

Video Editor | Atlanta Hawks NBA | Atlanta, Ga | May 2015 - December 2018

Create and assist production team with video production task from development to delivery.

Create static and motion graphics for corporate partners in game arena signage.

Create in game video, noise prompts, and animated graphics for Atlanta Hawks 2015 Playoffs.

Create areana motion graphics for Dominique Wilkins statue unveiling.

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EXPERIENCE

Graphic Design / Video Production | VisiKard | Atlanta, Ga | February 2014 - December 2015

- Responsible for creating training videos and sales videos from start to finish.
- Worked with app development team to redesign and update website.
- Concept, wireframe, and design user experiences and app testing.
- Created graphics for mobile app, web site, powerpoint presentations, and point of sale material.

Production Assistant - Contractor | Major League Baseball Network | Atlanta, Ga | September 2010 - June 2013

- Used baseball knowledge, primary and secondary research, to prepare for Braves games and then react during games to unfolding storylines.
- Assists the Archivist and Producer in gathering the necessary video, logging melts, attending edit sessions.
- Assisting Camera crews with setting up equipment at Turner Field.

Graphic Designer / 2D Motion Designer / Video Editor | Media Lab Studios | Atlanta, Ga | May 2007 - September 2012

- Responsible for creating visual design solutions for all internal constituents: Ticket sales, business operations, corporate partnerships, marketing, finance & administration, digital media, and broadcast & communications.
- Duties include photography designing sales collateral, brand guides, motion graphics, digital arena signage, apparel/ merchandising social media content and other promotional assets.
- Edit video footage in Adobe Premiere, apply branded intros/lower thirds in After Effects, and compile B Roll for video interviews
- Maintains electronic file management system, archives and organizes assets, video and photo.

Video Editor | Black Family Channel | Atlanta, Ga | November 2004 - May 2007

- Edit and create graphics for various television programs.
- Experience managing video asset archives and servers.
- Create lower thirds show and prepare graphics using After Effects and Photoshop.
- Organize and log all studio footage in Avid Media Logger.

Assistant Audio Engineer/Assistant Editor | Soapbox Studios | Atlanta, Ga | March 2000 - November 2004

- Assist audio engineers and video editor with sessions from start to finish.
- Troubleshooting with engineers to solve technical difficulties.
- Digitize and batch digitize all footage needed for daily sessions.
- Make dubs of all promos in 3/4, Digi Beta, D2, and Beta SP format.
- Mix and sweeten TNT-LA, and Nickelodeon Promos.
- Assist Cartoon Network and TNT Latin America producers with client services.