

LANCER BELL

GRAPHIC DESIGNER

CONTACT

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www.freelancebell.com

PROFILE Creative and detail-oriented graphic designer with exceptional skill level and experience in various mediums, such as graphic design, motion graphics and video. Highly skilled with programs in Adobe suite, such as Photoshop, Illustrator 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

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

EXPERIENCE

Visual Designer | Universoul Circus | Atlanta, Ga | January 2019 - Present

- Create digital ads with Photoshop and After Effects, including the compilation of music, voice narration, graphic assets,
- Create vinyl 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 brainstorming that lead to actionable ideas.

Graphic Design | TV One | Atlanta, Ga | October 2020- Jan 2021

Create consistent social media layouts at 1080x1080 and 1080x1920 for the TV show Tough Love Los Angeles.
Work within established art direction to best illustrate topics and tell compelling stories in Photoshop and After Effects
Work closely and collaboratively with marketing and creative services on campaign request and updates

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.
- Maintains electronic file management system, archives and organizes assets, video and photo.

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 arena motion graphics for Dominique Wilkins statue unveiling.

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

- Create and optimize images for the digital products using Adobe Creative Suite products (Photoshop, Illustrator, InDesign and Acrobat)
- Create and prepare marketing, informative, advertisements, and instructional materials.
- Design and develop animations, videos and prototypes using After Effects and Premier Pro
- Design promotional materials for display at tradeshow, conferences, trainings, etc.
- Maintains electronic file management system, archives and organizes assets, video and photo.
- Collect, analyze, and apply web and performance metrics to improve visual designs, product development, and digital implementation.

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.
- Work closely with producer, to obtain the proper look and feel for shows.
- Experience with sound recording, sound sweetening, and sound design.

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.