

EDDIE POTROS

Motion Designer | Senior Digital Designer / Developer

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EXECUTIVE SUMMARY

I'm a passionate motion graphics and digital designer with 11+ years of experience in 2D/3D animation as well as a wide range of skills. I help businesses grow consistently with creative animations/designs and innovative solutions.

WORK EXPERIENCE

Lead Digital Media Designer Aug 2022 – Current

CPA Canada Burnaby, BC

- Designed and animated captivating 2D/3D motion graphics in wide, tall and square formats for diverse campaigns including conferences, online graphic ads, social media posts, and online videos which increased brand awareness
- Edited and curated videos for various teams, employing our internal project tracking platform and collaborating through Microsoft Teams. Developed an enhanced workflow with structured templates to optimize daily processes
- Captured engaging interview videos and event photography during a conference, producing compelling materials. Edited videos and utilized the captivating photos on video platforms and social media to promote our campaigns, enhancing online presence and sharing the insightful knowledge of our interviewed guests
- Produced stunning 2D and 3D graphics, leveraging AI for some image editing and creation across various web, print, and social media materials. Spearheaded the rebranding of extensive conference materials
- Crafted & implemented new AODA-compliant HTML email templates with a modern touch & support for light/dark modes organization-wide, ensuring accessibility & cross-platform functionality, promoting a cohesive brand image
- Revamped the website in collaboration with colleagues to improve accessibility and user-friendliness. The focus was on providing easy access to information for users and CPAs, aligning with AODA guidelines

Senior Digital Designer & Web Developer Mar 2012 - Aug 2021

Monark Ventures Surrey, BC

- Created multiple motion graphics video & digital ads to drive awareness of a ride-share app which attracted many new signups during/after display at the Rogers Arena's main Score Clock and 360 displays during a sporting event
- Crafted 4K idents/title sequence for a film company. Used third-party rendering engine with C4D team render setting it all up on Amazon for faster output once project was finalized to speed up delivery process
- Modeled 3D products & shot product photography which I used on a website and a variety of print materials
- Converted 2D vector illustrations into 3D designs and cleaned up and prepared the topology to make sure it's optimized for animations that I later did in Cinema 4D, and this led to savings in render time by 2.5x
- Composited stock footage and 2D/3D graphical elements into live action video, tracking and stabilizing the footage and utilizing render passes. I then applied the appropriate visual effects and typography envisioned
- Developed storyboards & produced motion graphics after creative team discussions for a company re-brand showing enhanced new company vision/stats which helped strengthen identity and attract new investors
- Worked on a few commercial videos and stabilized/fixed bad footage for use on the final edit. I also fixed bad quality audio and aligned it to match footage with stretching and other techniques (lip-sync)
- Shot documentary style video ad & collaborated with talent/colleagues to prepare set & locations for shoot. I set up lighting equipment, camera/audio recording gear and edited final video delivering outputs for web and social media
- Created and integrated 3D elements into graphic designs/ads (posters/banners) to increase exposure and sales
- Maximized ROI by having me (in-house) art direct product & portrait photoshoots for online marketing & print ads
- Composited, edited, color corrected, and graded photos and videos to maintain consistent look after a shoot
- Sketched visuals for digital advertising then designed & created the final ads in 2D/3D Cinema 4D with compositing

- Designed and developed many fast-loading, responsive, and accessible dynamic WordPress and hand-coded static XHTML and SCSS websites using latest web standards & tech stack which helped me get promoted to a senior role
- Designed and conceptualized a comprehensive UI/UX design strategy for a new e-commerce brand by planning and producing a high-quality style guide to ensure consistency through detailed wireframes, optimal user flow diagrams, storyboards, prototypes, and enhanced mock-ups using Adobe XD and Figma. I also developed the site
- Developed a fast-loading cross-browser compatible responsive website with GSAP for animations/ interactions using Gulp for workflow automation which scored 100% performance in GTmetrix and 97% on Google PageSpeed
- Implemented better practices for acquiring and organizing stock materials and continuously found better web hosting solutions that fit current/future projects saving IT time and the company over \$3000 annually

Motion / Digital Designer & Web Developer Feb 2006 – Current ***E11World (Freelance/Personal) Surrey, BC***

- Developed numerous explainer videos, video ads, animated and static infographics, 2D/3D motion graphics, and animated title sequences using practical and visual effects for freelance client work and personal projects
- Created sketches and storyboards to help clients understand the proposed visuals and scope of the project
- Directed, shot, edited, and produced a music video after understanding client brief, followed by drawing detailed storyboards to visualize shots/sequence. The final video contained intro titles, particle animations and other VFX
- Filmed and edited a variety of events, color corrected footage, and exported the video for web & DVD delivery
- Created 3D product designs and also shot product photography, producing high-quality stock photos/footage
- Keyed out and roto-scoped talent / objects from green screen and other footage for client promo videos
- Did photo sessions with local artists and used materials to create album covers, graphic designs, and other print materials as well as full interactive websites with rich engaging media. I made sure looks & color grading matched
- Crafted engaging video content for web (YouTube/Vimeo), TV / broadcast channels, mobile, and social media
- Collaborated on a video commercial and motion design project and developed a website after the initial consultation & design process for a few local businesses which helped boost sales and brand recognition
- Utilized a variety of camera and lighting equipment to photograph live events, then made edits in Lightroom, delivered the images to clients in multiple formats. I also used various archive / management solutions
- Created many music mixes with advanced sound design, audio editing, mixing/remixing, and mastering
- Created animated intros, new logo & other designs using consistent typography, color, and other elements to re-brand 3 personal brands (Design/Dev, Photo/Video, Audio/DJ) for a fresh, better-recognized unified look
- Used Mixamo motion capture data and Mograph module in personal FUNctional 3D animations in Cinema 4D
- Conceptualized and built new brand identities for clients with attention to typography and color harmony

Digital Designer & Web Designer/Developer 2005 – 2010 ***Other Previous Companies Vancouver, BC***

- Used industry standard camera gear to capture media which I later edited for a soccer DVD training series
- Hand coded many dynamic, static, & interactive websites/games using WordPress, HTML/CSS/JS/PHP/XML
- Built creative 2D Flash ActionScript2 games and animations with immersive audio experiences.
- Collaborated with the design & dev teams to create dynamic websites for a 5-star hotel chain & a travel agency

SKILLS & ATTRIBUTES

- Procedural animation techniques in Cinema 4D and Adobe After Effects with a forward-thinking workflow using motion graphics templates and re-usable elements. Also do character animations and integrate C4D with AE
- Basic 3D modeling and regular/node-based textures/materials knowledge as well as unique camera animations and advanced lighting/HDRi techniques using built-in and third-party renderers. Knowledge of Blender & Quixel
- Use Cinema4D with basic 3D modeling, Xpresso and node-based textures/materials & use Arnold/Corona/Octane
- Excellent knowledge of color theory & typography, besides traditional drawing/art skills that enhances creativity

- Possess organizational and time management skills with the ability to work on multiple projects at once
- Have a passion for doing great creative work with the ability to learn, adapt, and apply new knowledge/skills quickly in a fast-paced work environment. Accountable with solid problem-solving skills and strong work ethic
- Use Figma/XD for UI/UX design & many collaboration/management apps, & Microsoft, GitHub & automation tools
- Photographer, Videographer for commercial, products and many event types as well as content creator
- Musician (drums & percussion instruments such as guitar, piano/keyboard, DJ). Produce, edit/remix, and mix audio
- Hand code responsive HTML, SCSS, JavaScript/jQuery with knowledge in PHP, React, MySQL, MJML, XML, & XSLT
- Use web animation tools such as GSAP/Lottie and CSS frameworks and implement accessibility and basic SEO
- Theme design and customization for (CMS) WordPress, Shopify, Webflow, and HTML email marketing templates
- Communicate proactively in two languages (English and Arabic) and have a great sense of humour. Seriously!
- Excitedly learning/getting familiar with Blender, Unreal Engine, and Substance tools

EDUCATION & ACCOMPLISHMENTS

Senior Management Certificate in New Media Design Oct 2006

BCIT - Burnaby, BC

- Major clientele: Cineplex, Toyota, Air Canada, Marlin Travel, Best Western, TOIFA, Panago and artist Keshia Chante