

EDDIE POTROS

Motion Designer | Senior Digital Designer

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SUMMARY Highly skilled and creative Motion Designer & Video Specialist with 11+ years of dedicated experience (within 17+ total years) bringing concepts to life through compelling 2D/3D animation, video production, and visual effects. Expertise in the full production pipeline from storyboarding and concept development to shooting, editing, compositing, color grading, and final delivery for diverse platforms (web, social, broadcast, events), achieving millions of views on published work. Proficient in After Effects, Premiere Pro, Cinema 4D, utilizing procedural techniques, character animation, and advanced rendering for high-quality results. Passionate about visual storytelling and creating dynamic content that engages audiences and elevates brands.

KEY SKILLS

- Motion Graphics Design (2D & 3D) & Animation Principles
- Video Editing & Post-Production Workflow
- Videography, Cinematography & Lighting Techniques
- 3D Animation, Modeling & Rendering (Cinema 4D, Octane/Corona) with some knowledge of Blender and Unreal Engine as well as some AI tools to achieve certain results (concepting, storyboards and other)
- Visual Effects (VFX), Compositing & Tracking
- Storyboarding & Concept Visualization
- Adobe Creative Suite Expertise (AE, PR, PS, AI, Audition)
- Color Correction & Grading Techniques
- Character Animation (Mixamo Integration, C4D Mograph)
- Audio Editing, Sound Design & Mixing (Audition, Ableton, Cubase)
- Green Screen Keying, Rotoscoping & Cleanup
- Procedural Animation & Workflow Automation

PROFESSIONAL EXPERIENCE (Selected Highlights)

Designity | Remote **Creative Director** | Nov 2024 - Apr 2025

- Directed the creation of content for ad campaigns on Google Ads and LinkedIn, including static visuals, carousels, video, and motion graphics ads.

Chartered Professional Accountants of Canada (CPA Canada) | Burnaby, BC **Lead Digital Media Designer** | Aug 2022 - Jul 2024

- Led the design and animation of captivating 2D/3D motion graphics across multiple formats for diverse campaigns, measurably increasing brand awareness.
- Optimized video production processes by developing enhanced workflows and templates (MOGRTs) for editing and curating content for various teams.
- Directed the capture (including shoot gear setup) and editing of engaging interview videos and event coverage, leveraging the content effectively across video platforms and social media.

Monark Group | Surrey, BC (**Roles over time: Digital Media Designer/Developer & Motion Designer - Sr. Front-End Designer/Developer & Visual/Graphic Designer**) | Mar 2012 - Aug 2021

- Produced high-impact motion graphics video ads displayed at Rogers Arena during a Vancouver Canucks game, successfully driving significant signups for a ride-sharing app and increased downloads.
- Executed a complex 4K motion graphics ident/title sequence for a film company, managing rendering efficiently using C4D Team Render and third-party engines.
- Developed compelling storyboards and produced high-quality motion graphics for a company re-brand, contributing to attracting new investors.
- Expertly composited stock footage and 2D/3D elements into live-action video, including tracking, stabilization, VFX application, and typography integration.
- Achieved a 2.5x reduction in render time by optimizing 3D model topology converted from 2D illustrations for animation in Cinema 4D.
- Directed and executed video ad production, managing all aspects from set prep and gear setup to shoot and final editing and multi-platform delivery.
- Salvaged and enhanced video projects by stabilizing shaky footage, repairing poor quality audio, and ensuring precise lip-sync.

E11World Digital Media (Freelance) | Surrey, BC & Remote **Multidisciplinary Designer & Developer** | Oct 2006 - Present (*Selected Motion/Video Highlights*)

- Produced a wide range of motion design projects for clients: explainer videos including character animation, video ads, animated infographics, 2D/3D motion graphics, and title sequences and intros, utilizing practical and visual effects.
- Directed, shot, edited, and produced music videos and commercial ads from concept to completion, incorporating VFX, generating significant client exposure and increased site traffic/bookings.
- Edited & created hundreds of hours of footage for YouTube channels, mastering engaging storytelling and editing techniques long before and after platform monetization.
- Created numerous event videos (including weddings), delivering both compelling short story highlights/intros and full-length (2-3 hour) edited features.
- Developed expertise in green screen keying and rotoscoping for client promotional videos.
- Created engaging 3D animations utilizing Cinema 4D Mograph and Mixamo motion capture data.
- Crafted engaging video content optimized for diverse platforms: web (YouTube/Vimeo), TV/broadcast, mobile, and social media in different aspect ratios.
- Performed advanced audio editing, sound design, mixing/remixing, and mastering for video projects and standalone music mixes.

Oh Boy Productions | Vancouver, BC **Camera man / Video Editor / Web Designer** | 2005 - 2006

- Gained foundational experience filming with professional camera gear and editing multi-camera footage for commercial DVD distribution.

EDUCATION

British Columbia Institute of Technology (BCIT) | Burnaby, BC **New Media & Web Developments Senior Certificate** (highest credentials then)