

Edward J. Hassenfratz IV

MOTION GRAPHICS ARTIST

Washington, DC

eyedesyn@mac.com

I am an emmy winning motion graphics artist with a diverse background of work environments. I've had the opportunity to work on a wide array of projects anywhere from local TV stations & post production houses to national clients including CBS, Comcast, The Smithsonian, National Geographic, NHL's Washington Capitals & LA Kings, NBA's Washington Wizards, and ESPN creating everything from commercials & web videos to music videos and short films while also having some print experience. I am active in the motion graphics community and was selected by MAXON to represent them and give presentations demoing their popular 3D application, Cinema 4D, at NAB 2012. I've art directed and executed the HD rebrand for both ABC's HD on-air brand plus their social media news blog, TBD.com, and the local cable network NewsChannel8 from concept to completion. At my part time freelance business called Eyedesyn, I work directly with numerous clientele to create the best, creative, and innovative designs, motion graphics, print ads, and logo designs, as well as storyboarding, video production, editing, and compression, sound editing, special effects, rotoscoping, and compositing. I've lead numerous projects and executed all phases of the creative process from developing budgets and estimates for projects to storyboarding, executing, and delivering final designs. I've consistently exceeded clients needs on a variety of motion graphics and visual effects projects. So far in my career, I've been honored to have won three Emmy's and a Promax/BDA Silver award along with being a presenter representing Maxon at NAB and local animation meetup groups. I'm highly proficient with Adobe After Effects, Cinema 4D, Photoshop, Illustrator, Final Cut, Mocha Tracking Station, and I've worked on both Mac and PC platforms, efficiently working with either. My resume and demo reel can be found on my website at:

<http://www.eyedesyn.com>

More updated individual works can be viewed on my Vimeo page:

<http://www.vimeo.com/eyedesyn>

And if you would like to see some selected project breakdowns, you can find them here:

<http://www.behance.net/eyedesyn>

I am available for interviews anytime!

Experience

Freelance Art Director/Motion Graphics Artist

eyedesyn

Washington, DC
Jan 2006 - Present

My freelance business where I've consistently exceeded clients' needs through creative design solutions. Some of these clients include National Geographic, ESPN, CBS, NBC, Amtrak, the Smithsonian, Al Jazeera, DigiEffects, Eye Candy DC, and the NHL's Washington Capitals & LA Kings and the NBA's Washington Wizards. I work closely with numerous clientele to create the best, creative, eye catching designs, motion graphics, print ads, and logo designs, in addition to assisting in video production, editing, and compression, sound editing, special effects, rotoscoping, and compositing. I am active in the motion graphics community and was selected by MAXON to represent them and give presentations demoing their popular 3D application, Cinema 4D, at NAB 2012. I lead and directed numerous projects and executed all phases of the creative process from developing budgets and estimates for projects and storyboarding to executing and delivering final designs. I've worked on a wide range of motion graphics and special effects projects in not only on air efforts but print & web ads, short films, music videos, and promotional infographics.

Senior Motion Graphics Artist

TBD.com/Politico/ABC

Arlington, VA

Apr 2006 - Present

Washington, DC is the eighth largest TV market where I rose to be senior graphic artist at the ABC station there. I was responsible for conception, designing and creating high quality, on-brand, motion graphics for program graphic packages for series, stunts and specials, generic and topical snipes, on-air promotion, enhanced billboards, vignettes and other Ad Sales added-value materials. I was instrumental in conceptualizing, creating, and executing the entire HD rebranding effort for both their ABC affiliate news program, their local cable channel, NewsChannel 8, and their on-line and on-air news & social media blog, TBD.com. My job responsibilities included working closely with Creative Services department to conceptualize and execute all the marketing and promotional broadcast spots that aired locally and nationally. Needed to complete tasks with tight deadlines in a fast paced environment. I led projects from concept to completion and oversaw and produced visual effects shoots.

Senior Motion Designer Associate

Booz Allen Hamilton

McLean, VA

Dec 2009 - May 2010

Booz Allen Hamilton is one of the top government technology consulting firms in the US. I was hired on for a 6 month contract where my responsibilities included working closely with numerous clientele to create the best, creative, eye catching designs, motion graphics, print ads, while also assisting in video production, editing, and compression, sound editing, special effects, rotoscoping, and compositing. I worked with our diverse client base to create concepts, storyboards and creative solutions to meet and exceed their needs. I've lead projects and executed all phases of the creative process from developing budgets and estimates for projects, and storyboarding to executing and delivering final designs.

Graphic Artist

PBS

Arlington, VA
Aug 2005 - Apr 2006

Created daily news graphics and assisted in the redesign of the new graphics package for the PBS nationally broadcast Jim Lehrer's Newshour.

Graphic Artist

NBC

Pittsburgh, PA
May 2003 - Mar 2005

Rising up from intern to part time staff, I worked on daily news graphics and also assisting in creating promotional materials for commercials aired on the station. Worked in high pressure situations and short deadlines and consistently met and exceeded demands.

Education

Bachelors of Fine Arts

Slippery Rock University

Slippery Rock, PA
Jul 2000 - Jul 2004

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