

# LAURA PANELLA RESUME

*for* MOTION GRAPHICS *and* ART DIRECTION

LAURAPANELLA.COM

## EXPERIENCE

### FREELANCE MGFX ART DIRECTOR/LEAD ANIMATOR & DESIGNER (2015-NOW)

*los angeles, ca*

#### DUTIES INCLUDED:

- *collaborating* with clients and CDs to shape the design of titles, logos, endtags, & fully animated spots
- *leading* teams of designers & animators to create animations
- *animation & design*
- *interfacing* with clients for briefs & reviews

### CREATIVE DIRECTOR OF MGFX (FEB 2013-FEB 2015)

*72 and sunny | los angeles, ca*

#### DUTIES INCLUDED:

- *building* an in-house motion graphics dept capable of broadcast work
- *leading* teams of designers and animators to create fully animated commercials & end-tags
- *pitching* for new motion graphics jobs
- *animation & design*
- *recruiting* new talent
- *interfacing* with clients for all briefs and reviews

### FREELANCE MGFX LEAD DESIGNER & ANIMATOR/ART DIRECTOR (AUG 2005-FEB 2013)

*los angeles, ca*

#### DUTIES INCLUDED:

- *designing* animated titles, endtags, & fully animated spots for national campaigns
- *leading* teams to execute the animation & pitches for new business
- *interfacing* with clients for briefs, pitches, & reviews
- *animation*
- *tech/pipeline* supervision & troubleshooting

### ANIMATOR & ASST. EDITOR (NOV 2003-JULY 2005)

*Cosmostreet Editorial | los angeles, ca*

## ASSORTED SHOPS

## ASSORTED CAMPAIGNS

72 AND SUNNY	BUTCHER EDIT	JOGGER	NOMAD	ACTIVISION	DIRECTV	GATORADE	NISSAN	TACO BELL
ANT FARM	CARBON	KING&COUNTRY	PSYOP	APPLE	DISNEY	GOOGLE	PEPSI	TARGET
APPLE (MAL)	DIRECTV	METHOD	SPOTWELDERS	AT&T	ENERGIZER	HYUNDAI	SAMSUNG	TMOBILE
ARSENAL	DIGITAL DOMAIN	THE MILL	STARDUST	BURGER KING	ESPN	INFINITY	SONOS	TOYOTA
BEAST EDIT	GRIZZLEE	THE MISSION	STITCH	CARL'S JR.	FOOD NWK.	KIA	SPRINT	TWITTER
BNS	JANE STUDIOS	NETFLIX	WORLD FAMOUS	CVS	FOX SPORTS	NIKE	STARBUCKS	WALMART

## PROGRAMS & SKILLS

AE power user | C4D for design & motion graphics | *Photoshop* | *Illustrator* | *AVID* | *Spanish* (conversational)

# THANKS

*please check out my reel at laurapanella.com!*

