

# ANDREW PERSING

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🌐 AndrewPersing.com

## Experience

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- **Andrew Persing** - Freelance Motion Designer / VFX Artist - Remote **Jan 2009 - Present**
  - **Call of Duty Mobile** - MAKE IT MYTHIC: Main logo animation, compositing, and digital camera moves
  - **Panda Express** - PANDA STATE FAIR: On-stage graphics package and loops
  - **Nike** - RUN IN PEGASUS: On-stage graphics package and event entryway deliverables
  - **Puma** - SMILEY WORLD: Composited brand assets into multiple promotional pieces
- **Optimist Inc** - Senior Motion Designer - Los Angeles, CA **Mar 2022 - May 2024**
  - VFX Supervisor on high-profile marketing campaigns, delivering pixel-perfect work
  - Developed and executed on-stage visuals for Smart's #1 and #3 vehicle launch at IAA Mobility show
  - Developed extensive social media motion graphics for premium brand campaigns
  - Collaborated to design scenes and on-screen content for promotional evenings at Optimist Studios
- **The Fashion Institute of Design & Merchandising** - Instructor - Los Angeles, CA **Jan 2019 - Dec 2023**
  - Instructed Motion 1, 2, and 3 along with digital media portfolio and digital cinema
  - Taught small, intensive classes of 6-12 students, providing personalized instruction and close mentorship
  - Designed and implemented motion design curriculum integrating Adobe After Effects and Cinema 4D
  - Earned Outstanding Faculty Award - Digital Media/Digital Cinema (2022 & 2024)
- **Optimist Inc** - Motion Graphics Artist - Los Angeles, CA **Mar 2014 - Sept 2020**
  - Designed and animated motion graphics for video recaps
  - Animated and formatted content for jumbotron displays
  - Captured and stabilized hyperlapse content
  - Developed motion graphics VR work flow
- **Yoostar Entertainment Group** - Production Artist - Los Angeles, CA **June 2009 - Mar 2014**
  - **Yoostar / Yoostar 2 / Twrrl**
  - Rotoscoped 100's of movie and tv scenes for in game content
  - Created immersive content for mobile app

## Skills

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- Motion design & animation (Adobe After Effects & Maxon Cinema 4D)
- Strong understanding & use of expressions (Adobe After Effects)
- Visual effects compositing, motion tracking, & object removal
- Graphic design & illustration (Adobe Photoshop & Adobe Illustrator)
- Photo & image editing & manipulation (Adobe Lightroom Classic)
- Pixel-perfect execution across motion design & VFX projects
- Asset versioning & file organization best practices
- Video editing (Adobe Premiere Pro)
- Video compression & codecs (Adobe Media Encoder)
- Microsoft Office 365, Google Workspace, & iWork Suite

## Education

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- **The Fashion Institute of Design & Merchandising** - Los Angeles, CA **Jan 2009**
  - Associate of the Arts, Digital Media