

Aaron Goldberg

Art Director Motion Designer

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EDUCATION

Ringling College Art + Design
BFA in Motion Design – 2013

BRANDS

Apple, Meta, NBC Universal, Netflix, LA Times, CNN, Nike, Samsung, 20th Century FOX, Coca-Cola, MTV, Disney, Cosmopolitan Hotel, Walmart, Squarespace, Verizon, AMC Networks, Chase, Eko Health, IBM, FDA, Denny's, PUMA, Paramount Network, Converse, Corcoran, Ad Council

TOOLS

Adobe After Effects, Premiere, Photoshop, Illustrator, InDesign, Lightroom, and Cinema4D

SKILLS

Art + Creative Direction
Project Management
Team Building
Storyboarding
Typography
Compositing
Photography
Graphic Design
Motion Tracking
Design Systems Development
Video Editorial + Animation
Data Visual Design + Animation
Broadcast Design + Packaging

EXPERIENCE

Motion Designer, Freelance

New York City + Remote | November 2014 - Current

Executing branded content from conception to delivery, in both mid-level and leadership roles, including design and animation in art direction, storyboarding, compositing, typography and photography; Excelled across a variety of production environments, including advertising, social media agencies, tech start-ups, news publications, and production houses in all stages of production.

Motion Graphic Artist, Freelance · Apple

Remote | April 2021 - May 2023

Collaborating with editors and designers to create motion graphics for 'Today at Apple: Creative Projects,' instructing customers on new ways to capture photos, videos, and create original illustrations; Building upon existing brand collateral to showcase Apple products; Creating in-house animations for Apple Creative Pros as well as Apple branded social media posts.

Art Director, Freelance · NBC News

New York City | February 2020 - December 2020

Defined the design and animation system for 'The Report by NBC News' show on the Quibi app; Developed visual ideas for the pilot show's graphics and refined the animation exploration to be its final graphics system, including visual explainers, charts, maps, photo style, typography scale, icons usage, and the general rules of the design system usage. Animated custom graphics for daily episodes, focusing on iconography, charts, data visualization and unique maps.

Design Director · We Are Social NYC

New York City | January 2018 - November 2018

Ideated social media content calendars alongside strategists to pitch new clients and grow existing ones by maximizing their on-line presence; Lead a team of animators and designers to execute original stories and gifs to be shared across social media.

Animator, Freelance · R/GA

New York City | November 2015 - January 2018

Animated content servicing greater R/GA Content Studio and its clients; Created a wide variety of animations for billboards, web, mobile, social, pitches, and television; Working alongside the account teams and other multidisciplinary creatives.

Motion Graphic Designer, Freelance · McBeard Media

Los Angeles | November 2014 - September 2015

Created animated content for movie titles, television shows, and brands with the goal of creating innovative, shareable stories across various social platforms.

Animator · Sideshow Collectibles

Los Angeles | December 2013 - October 2014

Responsible for storyboarding original motion comics, adding additional illustrations, and execution of final animation. Contributed to an original series of animated motion comics that debuted at San Diego Comic-Con 2014.