

# JASON LANZA

MOTION | VIDEO | AUDIO | WEB | PRINT

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*As a pioneering Motion/Interactive Designer with 15 years of cross-platform experience, I work with large and small clients, ranging from Netflix, Disney, and Bayer to local NYC startups. I'm inventive in how I penetrate to the heart of problems in order to produce top-quality, award-winning, responsive, 360° solutions.*

## EXPERIENCE:

### **FCBCURE — Senior Art Director**

*February, 2021 – Present – Parsippany, New Jersey (Remote)*

- Develop single-minded, strategic ideas to exceed marketing KPIs for clients (including Abbvie, Merck, and Bayer), by collaborating with and directing creative team members in concept and production of campaigns using print, motion, video, or web solutions
- Maximize efficiency of campaigns by tactically coordinating with account and client partners to help formulate and guide marketing strategies

### **Design Consulting — Motion Design Generalist**

*2009 – Present – United States (Remote)*

- Collaborate with advertising, TV, short film, and nonprofit clients (including Netflix, UniWorld, and W2O) using appropriate combinations of motion, video, or web solutions to meet campaign goals

### **Dragons Group — Senior Digital Designer**

*April, 2019 – November, 2019 – Parsippany, New Jersey*

- Saved Reckitt Benckiser Pharmaceuticals nearly \$5M in billings by incorporating creative oversight as a team leader in a newly-established, in-house advertising team
- Revitalized brand recognition for RB, based on social media, web, and OOH engagement, by establishing unified strategies for brands to follow in 360° ad campaigns
- Augmented Durex and K-Y social media presence, with viewing and engagement increases of more than 4M and roughly 200% respectively, by overhauling the brands' social media content

### **RhythmOne — Digital Designer**

*October, 2013 – August, 2017 – Boston & New York City*

- Drove engagement and revenue for Fortune 500 companies, playing a key role in the design and development of ad campaigns and debuting the integration of true responsiveness in creative units
- Improved performance of first-to-market ad formats by ideating, producing, and iterating on pixel-perfect, cross-platform creative

### **Trib Total Media — Multimedia Designer**

*October, 2005 – October, 2013 – Pittsburgh*

- Increased Trib Total Media's viewer/reader numbers, measuring quantity and online engagement, by pioneering the inclusion of award-winning interactive creative corresponding with hard copy newspaper graphics

## SKILLS:

Video editing, Motion graphics/ Animation, Web/UI design, Photo editing, Audio editing, 3D modeling/ animation

## SOFTWARE:

- After Effects, Nuke, Premiere, DaVinci Resolve, Media Encoder, Sorenson Squeeze
- HTML, CSS, JavaScript, jQuery, GSAP, Animate, XD, InVision, Figma
- Photoshop, Affinity Photo, Illustrator, Affinity Designer, InDesign, Acrobat
- Audition, Reaper
- SketchUp, Cinema 4D

## HONORS & ACHIEVEMENTS:

- Company representative at IAB Programmatic Creative Conference
- Winner of 12 state and national journalism awards for interactive content
- Member of ACM SIGGRAPH

## COMMUNITY SERVICE:

- *Web Design Basics for Marketing* webinar presenter
- NYC's AABDC design consultant
- Pittsburgh Toonseum museum docent
- Point Park University guest speaker

## EDUCATION:

- Multiple Udemy certifications for Nuke, After Effects, and Cinema 4D
- Ohio University (Athens, OH) Cum laude graduate – B.S. Visual Communications