

Will Velazquez

Senior Motion Graphics Designer & 3D Animator

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Senior Motion Graphics Designer and 3D Animator known for developing visually compelling motion and 3D work that captures attention, communicates intent, and fosters meaningful audience engagement. A strategic and detail-oriented creative who blends visual storytelling, research, and technical expertise to support brand identity, product design, and business goals. Brings confident creative judgment, collaborative leadership, and a thoughtful approach to motion that strengthens client relationships and long-term performance.

SKILLS

- Motion Design
- 3D Animation
- Visual Storytelling
- AI Assisted Workflows
- Cinema 4D(Redshift, Octane)
- Adobe Creative Suite
- Unreal Engine 5
- Figma
- Node-Based Look Development and Shading
- Cross Disciplinary Collaboration
- End to End Creative Production
- Design Iteration and Optimization

PROFESSIONAL EXPERIENCE

Senior Motion Graphics Designer & 3D Animator

Jump 450 Media - Full Time

Aug 2020 - Jan 2026

- Led end-to-end motion design and video production across paid digital, CTV, and linear campaigns, managing multiple projects with strong organization, scheduling, and time management from concept through final delivery
- Created high-performing 2D and 3D motion assets using Cinema 4D, Unreal Engine 5, and the Adobe Creative Suite, applying attention to detail and problem-solving skills throughout production
- Developed motion-driven creative that strengthened audience engagement, supported client retention, and directly contributed to sustained account growth and long-term campaign performance
- Served as a strategic creative partner, using research, performance data, and critical thinking to inform motion, pacing, visual direction, and product marketing goals
- Collaborated with Creative Directors, marketing teams, and media buyers during brainstorming and ideation to deliver performance-informed creative aligned with campaign and business goals
- Designed evergreen and scalable creative systems through resourceful planning and optimization that extended campaign lifespan and reduced creative fatigue
- Conceptualized and delivered high-impact video spots featuring full VFX, SFX, and vo for broadcast and streaming distribution
- Produced platform-specific creative for paid social, programmatic, and video channels while maintaining strong time management across shifting priorities and deadlines
- Used data-driven insights to guide detail-oriented creative iteration, optimization, and problem solving
- Leveraged AI assisted creative workflows to accelerate ideation, iteration, and production efficiency, reducing turnaround time while maintaining creative quality
- Created motion driven work supporting brand identity, product marketing, launches, and rebranding initiatives for enterprise and boutique clients
- Collaborated with Creative Directors, marketers, and media buyers during ideation and execution, often guiding creative direction and mentoring junior designers when needed

Technical Motion Designer

TAIT Towers - Full Time

Dec 2016 - Oct 2019

- Delivered high-fidelity, to-scale 3D previsualization for live concerts, immersive performances, corporate events, and theme park attractions
- Prototyping and creation of real-time previs, VR simulations, and interactive systems as a hands-on technical problem solver, applying critical thinking, organization, and research-driven approaches
- Collaborated within multidisciplinary teams of animators, designers, engineers, and technical artists across large-scale production pipelines
- Partnered closely with CAD designers and engineers as a cross-disciplinary problem solver, ensuring alignment with fabrication, automation, and mechanical requirements
- Produced previs validating stage layout, performer interaction, automation systems, and mechanical motion prior to fabrication through careful scheduling and attention to detail
- Developed motion-driven creative, committed to strengthening audience engagement, supporting client retention, and contributing to sustained account growth
- Developed motion graphics and visual development packages for pitches, marketing, and internal design reviews
- Built real-time and VR previs experiences in Unity, enabling confident decision-making through full-scale spatial evaluation and client walkthroughs
- Developed interactive previs systems using Unity and C# scripting to simulate show logic, cues, and reactive behaviors
- Contributed previs for global touring artists, corporate experiential projects, and international theme park attractions

Motion Graphics Designer & 3D Animator

Obscura Digital - Freelance

Jan 2012 - May 2016

- Designed and animated large-scale projection-mapped visuals for immersive live events, performances, and architectural installations
- Delivered high-fidelity motion and 3D animation using Cinema 4D and After Effects within complex projection and media server workflows
- Collaborated with creative directors, technical artists, and production teams to ensure visual concepts translated accurately across large-scale environments
- Produced tightly choreographed, performance-synchronized animations serving as dynamic backdrops for live artists and presenters
- Contributed to visually ambitious concepts that transformed architectural spaces into immersive, story-driven environments
- Work featured at major global events and venues, including YouTube Brandcast, YouTube Onstage Live at the Kennedy Center, the Sheikh Zayed Grand Mosque 40th Anniversary, and large-scale stadium installations

Motion Graphics Designer

Time Inc - Freelance

May 2016 - Dec2016

- Created short-form, platform-native social video content for Snapchat Discover, Instagram, and Facebook within an in-house editorial production environment
- Produced animated motion graphics including infographics, title cards, and native advertising assets supporting branded editorial and promotional content
- Adapted creative assets across platforms, maintaining visual consistency while optimizing for platform-specific formats and technical requirements
- Collaborated with internal teams to deliver engaging motion-driven content on tight editorial timelines

Motion Graphics Designer & 3D Animator

Noble Rot - Freelance

Ongoing

- Partner with a range of clients to produce high-quality B2B and B2C video content across digital platforms
- Own projects end to end, managing multiple projects with strong organization, scheduling, and problem-solving from concept development through final delivery
- Edit and finalize video content in Adobe Premiere under tight timelines while maintaining quality and clarity
- Create custom motion graphics and 3D elements using After Effects and Cinema 4D to support brand storytelling and visual consistency
- Collaborate directly with clients to translate creative goals into clear, engaging motion solutions