



www.alfredopaterno.com

ALFREDO PATERNO

Digital Production Artist

A highly accomplished Designer that comes with 15+ years creating and executing digital design concepts for Fortune 500 High-Tech industry clients.

Accomplishments

- Ten years experience crafting high-end presentations for PowerPoint, including keynote presentations for industry conferences
- Introduced a “scenario-based” approach to communicating technical capabilities for HP
- Produced and edited marketing videos for various tech companies in Austin, Texas

Competencies

Design / Layout
Motion Graphics
Typography
Mac / Windows

After Effects
Illustrator
Photoshop
InDesign

PowerPoint
Adobe XD
Autodesk Maya
Blender 3D

Somnio Solutions, Inc. Animator

July 2005 – July 2007

- Built 3D models (Servers, Laptops) for HP customer video presentations
- Graphic design, layout and motion graphics for Texas Instruments customer video presentations
- 3D modeling, lighting, animation for product visualization of 3M products
- Motion graphics and modeling of semiconductor chips for FreeScale

Clarus Agency Designer / Animator

June 2007 – Jan 2014

- Lead design, animation, illustration, storyboard and animatic efforts for motion-graphic storytelling pieces for NetApp
- Lead icon creation, design, animation, layout and editing efforts for HP Executive presentations
- Lead editor of content, iconography and illustration for Infographics
- Managed ALL web-editing, PowerPoint, animation, graphics, illustration content for NetApp University
- Take direction from Creative Director and Art Director to align with client objectives (Brand Guidelines)
- Partnered with Art Director to create iconography, graphics and animation for a highly visible Executive Presentation for 100 Cisco Executives
- Integral part of design layout efforts for key interactive story/demo showcased at CES and Mobile World Congress called Mobile Shopper driven via iPad
- Led design and editing efforts of 2nd and 3rd key interactive story/demo showcased at CES and Mobile World Congress driven via iPad
- Worked closely with Creative Director, Art Director, Project Manager and Account Management to ensure high quality digital projects were delivered on time and within budget

Freelance Contracts Designer

Jan 2014 – Nov 2022

- Helped BazaarVoice Austin produce marketing videos for social media and internal presentations
- Designed marketing collateral for BazaarVoice: T-shirt designs, banner ads, flyers, iconography and presentations
- Produced six character-driven animated videos for Idera educating customers on product offerings
- Nine months at Dell EMC working with a copywriter on branding, typography, and clean up for blade server marketing presentations
- Was a part of a team of designers that helped produce presentations for National Instruments NIWeek keynote conference
- While at Forcepoint created PowerPoint and Word doc templates.
- Was chosen to work with Forcepoint a second time for their Sales conference (Worked with both the Present and CEO)
- Animated Pourri's current logo on their website.

Vital Talent Senior Designer / Art Director

Nov 2022 – July 2023

- Designed a number of printed handouts for Amgen, Worldwide and Lutron
- Re-branded and designed Vital Talent's current website
- Setup video shoot (lighting and audio), shot video, edited, designed, and animated for e-learning modules
- Edited a series of videos for Lutron e-learning modules
- Design and layout for Vital Talent handouts and PowerPoint presentations
- Worked with various biotech companies while at VT focused on corporate training and e-learning

Education

The Art Institute of Houston
Associates of Applied Sciences Animation Art and Design
1999 - 2002