



www.alfredopaterno.com

# ALFREDO PATERNO

Digital Production Artist

Over 15+ years delivering visually compelling presentations and motion graphics that drive engagement and effectively communicate complex ideas.

## 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  
Character Animation

After Effects  
Premiere Pro  
Illustrator  
Photoshop

InDesign  
PowerPoint  
Adobe XD  
Blender 3D

### Somnio Solutions, Inc.

July 2005 – July 2007

Animator

- 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

- 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 President and CEO)

### Clarus Agency

June 2007 – Jan 2014

Designer / Animator

- 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

- Animated Pourri's current logo on their website.
- Created layouts and design for Apptio, an IBM company, on the “2023 State of TBM Research” presentation.
- Worked with Forcepoint again in 2024 for their annual SKO (Sales Kick-Off) Conference in Las Vegas. Created layouts, animated videos, and design onsite for the CFO's presentation that kicked off the conference.
- Collaborated with Jack In The Box on their “Cravers” campaign, creating motion graphics and animation for franchisees. This included talking head videos and character animations using a mix of Vyond and After Effects. Fourteen videos in total.

### Freelance Contracts

Jan 2014 – Present

Designer

- 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

### Vital Talent

Nov 2022 – July 2023

Senior Designer / Art Director

- Designed a number of printed handouts for Amgen, Worldwide and Lutron
- Rebranded 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