



www.alfredopaterno.com

# ALFREDO PATERNO

Senior Designer | Art Director

Over 20 years delivering visually compelling print and digital media, motion graphics and presentations, that drive engagement and effectively communicate complex ideas.

## Accomplishments

- Has created 20+ motion-graphic/animated projects simplifying complex concepts through compelling visual storytelling.
- Produced on-brand visuals for print and digital media.
- 10+ years creating high-end PowerPoint/keynote presentations for C-suite and major conferences (Forcepoint, National Instruments, Cisco, HP).

## Competencies

Design / Layout  
 Motion Graphics / After Effects  
 Typography  
 Character Animation  
 Digital Marketing Design

Video Editing / Premiere Pro  
 Illustrator  
 Image Editing / Photoshop  
 InDesign  
 PowerPoint

Adobe XD  
 Blender 3D  
 Vyond AI  
 Midjourney AI

### LM Restaurants

May 2025 – Oct 2025

Designer

- Designed and produced email campaigns and promotional assets for 10+ restaurant brands, including flagship Carolina Ale House.
- Integrated generative AI tools into workflow to create fresh visuals, accelerate seasonal campaign concepting, and modernize digital/print assets while upholding brand consistency.
- Collaborated with the marketing team to deliver consistent, on-brand creative for seasonal promotions and new menu launches.
- Edited and formatted digital and print menus in InDesign, ensuring consistency with brand guidelines and seasonal offerings.

### Freelance Contracts

Jan 2014 – Present

Designer

- Designed e-books, presentations, and social media ads for The TBM Council (an Apptio, an IBM Company subsidiary), enhancing their visual communication and brand presence.
- 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 AI character animation tool and After Effects. Fourteen videos in total.
- Selected by Forcepoint for their SKO Conference 2022 in Austin, TX, providing full creative direction and visual storytelling support for presentations led by the President and CEO.
- Led creative direction and art strategy for Forcepoint’s 2024 Las Vegas SKO, reimagining the CFO’s keynote presentation through AI-assisted design; leveraged Midjourney generative AI to produce bespoke, forward-thinking imagery that elevated visual communication of enterprise security themes, delivered with hands-on animation and onsite leadership.
- Helped BazaarVoice Austin produce marketing videos for social media and internal 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.

### Vital Talent

Nov 2022 – July 2023

Senior Designer / Art Director

- Served as Art Director for corporate training/e-learning projects (Amgen, Lutron, biotech clients), directing creative across print handouts, PowerPoint presentations, video, and digital deliverables.
- Led complete rebrand and redesign of Vital Talent website, establishing modern cohesive visual identity.
- Directed full-cycle video production for e-learning modules: shoot setup (lighting/audio), filming, editing, graphic design, and animation.
- Leveraged Midjourney AI to generate innovative custom imagery and visual concepts, accelerating ideation and enhancing storytelling in training presentations and modules.
- Designed and art-directed handouts and PowerPoint decks for strategic communication of complex topics.

### Clarus Agency

June 2007 – Jan 2014

Designer / Animator

- Led design, animation, illustration, storyboard and animatic efforts for motion-graphic storytelling pieces for NetApp.
- Led icon creation, design, animation, layout and editing efforts for HP Executive presentations.
- Led editor of content, iconography and illustration for Infographics.
- Managed ALL web-editing, PowerPoint, animation, graphics, illustration content for NetApp University.
- Partnered with Art Director to create iconography, graphics and animation for a highly visible Executive Presentation for 100 Cisco Executives.

### 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.
- Lighting and modeling of semiconductor chips for FreeScale.

## Education

### The Art Institute of Houston

Associate of Applied Science in Animation Art and Design  
1999 - 2002