

# Jamey (James) Sample

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Greater Seattle Area

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## DIGITAL PRODUCTION ARTIST | GRAPHIC DESIGNER | MOTION DESIGNER | ANIMATOR

Motion Artist/ Videographer and Multimedia producer with more than 15 years of experience in visual design and a passion for video and motion graphics. Leveraging a hands-on background in visual communication, digital design, and animation to deliver content and drive brand development. Engaging collaborator and inspiring team mentor, aligning with stakeholders to develop, implement, and coordinate creative strategies.

## AREAS OF EXPERTISE

Motion Graphics | Videography | Illustration | Brand and Art Direction | Storyboarding | User Experience (UX) | User Centered Design (UCD) | Advertising | Creative Strategy | Digital Production | Content Development | Frame by Frame Animation | Social Media Motion Design | 3D Modeling and Animation | 2D Character Animation | Video Editing and Production | Visual Storytelling | User Interface (UI) | Graphic Design | Logo Design | Innovation | Cross Functional Collaboration | Mentoring | Multimedia | Web Design | Accessibility | SEO Knowledge

## TECHNOLOGY AND DESIGN TOOLS

After Effects | Illustrator | Photoshop | Final Cut Pro | Cinema 4D | Animate | HTML | CSS  
Lottie | Premiere | Figma | JavaScript | PHP | Powerpoint

## EXPERIENCE

**The Ships' Wake Creative | Greater Seattle Area, WA | Remote**  
**Consultant | Principal Designer | Motion Designer**

**January 2024 - Present**

Freelance motion designer, consultant and web developer for small businesses and individuals.

**Truist | BB&T, Greater Seattle Area | Remote**

**July 2013 - December 2023**

**Senior Motion Designer | Multimedia Developer | Video Editor | Videographer**

Created video content for product promotion, social media, and brand development within the in-house video studio team.

- Produced storyboards, original artwork, and animated motion graphics for various internal and external projects. Responsible for setting up, operating cameras, lighting, microphones, props and other equipment for video shoots.
- Designed and produced interactive instructional tutorials of web-based app and web UI experiences using HTML, Lottie, and JavaScript to teach clients how use digital banking features and perform sequenced tasks.
- Ground up conceptualization and production of high volumes of creative assets for external in-house agency product campaigns used for social media channels, such as Truist One Checking, leading to significant cost savings for Marketing.
- Elevated, promoted, and served as a visual brand expert and steward, ensuring brand guidelines and standards were met both internally and with agency partners for both legacy and post-merger brands.
- Delivered rapid quick turnkey video assemble edits for CEO and other executive management projects.

## **BB&T, Raleigh, NC**

**January 2011 - July 2013**

### **Web Design Manager**

Mentored and managed an in-house team of front-end web designers while providing art direction.

- Ensured brand integrity, building out and maintaining content on external facing web sites and applications.
- Advocated and researched innovation, industry trends and directed best practices in design and coding deliverables.
- Instrumental in supporting, educating, and leading the design team through an enterprise transformation and creative restructuring, including agile adoption.

## **BB&T, Raleigh, NC**

**September 2007 - January 2011**

### **Web Designer**

Supported the corporate digital channel and performed front end coding and design of websites and email marketing promotion including animated video content.

- Maintained the BB&T brand, designing and coding visual front-end interfaces for retail websites and online applications utilizing Illustrator, Photoshop, hand coded HTML and CSS.
- Designed and delivered advertising promotional pieces, Flash banners, and other related graphic work, including custom illustration artwork.
- Worked through a multi-year highly visible enterprise project to re-design the flagship corporate website from concept to public launch as lead visual designer.

## **ADDITIONAL RELEVANT EXPERIENCE**

### **Dakno Marketing, Inc, Raleigh, NC**

#### **Lead Web Designer**

Developed final designs into HTML and CSS for niche custom web sites. Designed promotional advertising banners and email marketing pieces.

- Ideated, developed, coded, and documented a proprietary front-end HTML and CSS markup visual template system that could be repurposed to customize and style client branding.

## **EDUCATION**

### **Training, Cinema4D, Advanced Animation Practice, and Character Rigging**

School of Motion, Bradenton, FL

### **Motion Designers Program: Storyboarding, Illustration and Design, and Animation Techniques**

MoGraph Mentor, Sarasota, FL

### **Advanced Design Studies: Advertising Design, Layout, and Web Marketing**

Sessions.edu, New York, NY

### **Web Development Certificate**

The University of Advancing Computer Technology, Tempe, AZ