

Jamey (James) Sample
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Greater Seattle Area

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VIDEO CREATOR | BRAND STRATEGIST & DESIGNER | INTERACTIVE UI/UX DEVELOPER

Professional Media Creator with extensive corporate, enterprise, and small business experience creating video productions, visual brand development, web experiences, and social media management. Expert at both strategic planning and hands-on execution—handling complete production workflows from storyboarding through videography, motion design, and video editing, plus interactive UI design and front-end development.

AREAS OF EXPERTISE

Video Editing | Videography | Motion Design | Camera Operation | Lighting Setup | On-Location Shooting | Audio Production | Illustration | Brand Strategy | Art Direction | Storyboarding | User Experience (UX) | 3D Animation | 2D Character Rigging & Animation | Social Media Content Creation | Social Media Strategy | Visual Storytelling | UI Design (UI) | Graphic Design | Logo Design | Cross Functional Collaboration | Web Design | Digital Accessibility | Front-End Development | SEO Knowledge

TECHNOLOGY AND DESIGN TOOLS

After Effects | Final Cut Pro | Cinema 4D | Premiere | Animate | Lottie | Illustrator | Photoshop | InDesign | Figma | PowerPoint | JavaScript | PHP | HTML | CSS | WordPress | Git

EXPERIENCE

The Ships' Wake Media | Greater Seattle Area | Remote
Owner & Creative Producer

January 2024 - Present

Expanded 15+ year creative practice into full-service agency specializing in brand development, video production, and digital marketing for small businesses and professionals. Leading strategic planning and hands-on execution across all creative disciplines.

- Develop comprehensive brand identities, style guides, and custom websites while creating social media content and providing strategic consultation on digital marketing optimization and SEO integration.
- Create promotional videos, cinematic real estate property tours, and motion design projects while managing ongoing social media campaigns with custom video content.
- Conduct strategic presentations and ongoing consultation with real estate brokerages on digital marketing optimization, industry trends, and best practices.

Truist | BB&T, Greater Seattle Area | Remote

July 2013 - December 2023

Senior Motion Designer | Video Producer | Visual Design Lead

Produced video and digital content for product promotions, social media, and internal executive communications at Fortune 500 financial institution while contributing to marketing strategy and brand stewardship.

- Designed and coded interactive web tutorials using HTML, JavaScript, and Lottie for digital banking education; conceptualized and produced high-volume creative assets for external agency campaigns and social media channels, delivering significant cost savings.
- Operated cameras, lighting, microphones, and other professional equipment for video shoots and studio/field production; produced storyboards, original artwork, and motion graphics for internal and external projects with complete post-production editing and final delivery.

- Served as visual brand steward ensuring guideline compliance across internal teams and agency partners for legacy and post-merger brands; delivered rapid video edits for executive communications and created visual presentations for management.

BB&T, Raleigh, NC

January 2011 - July 2013

Web Design Manager

Managed creative team and provided art direction for enterprise web presence and digital applications.

- Led team through enterprise transformation and agile methodology adoption.
- Directed brand integrity initiatives across external-facing digital properties.
- Researched and implemented industry trends and design best practices.

BB&T, Raleigh, NC

September 2007 - January 2011

Web Designer

Lead Designer within the large-scale Digital Department driving the bank's online presence – executed front-end development and UI design for corporate websites, digital banking applications, and marketing campaigns including animated video content.

- Designed and hand-coded responsive interfaces for corporate websites and online banking applications using HTML, CSS, JavaScript while maintaining brand consistency.
- Spearheaded visual design and development for the bank's flagship website redesign—a highly visible enterprise initiative from concept to launch. Created promotional advertising campaigns including animated and interactive elements.
- Developed promotional campaigns including animated banners, interactive elements, and custom illustration artwork for digital marketing initiatives.

ADDITIONAL RELEVANT EXPERIENCE

Dakno Marketing, Inc, Raleigh, NC

Lead Web Designer

Transformed prototype mockup designs into semantic 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