

Jamey (James) Sample

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DIGITAL PRODUCTION ARTIST | VISUAL DESIGNER | MOTION DESIGNER | ANIMATOR | WEB DESIGNER

Motion Artist and Multimedia Developer with more than 15 years of experience in visual design and a passion for animation and motion graphics. Leveraging a hands-on background in visual communication, illustration, and interactive web media to deliver collateral 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 | 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 | Web Accessibility | SEO Knowledge | Version Control | GIT | Responsive Design

TECHNOLOGY AND DESIGN TOOLS

Illustrator | After Effects | Photoshop | Final Cut Pro | Cinema 4D | Animate | HTML | CSS | SCSS | Lottie | Premiere | Figma | JavaScript | Vue.js | PHP

EXPERIENCE

Truist | BB&T, Port Ludlow, WA | Remote

July 2013 - December 2023

Senior Motion Designer | Multimedia Developer | Video Editor

Designed and created video content for marketing and advertising promotion, social media, and brand development via custom illustration, motion graphics, and video production within the in-house creative marketing agency.

- Produced storyboards, original artwork, and animated motion graphics for various internal and external projects. Collaborated iteratively with broader marketing creative team.
- 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