

LARRY MENESES

Motion Graphics Designer & Graphic Designer

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SUMMARY

Creative and skilled Motion Graphics Designer and Graphic Designer with over 20 years experience and expertise in motion graphics, 2D & 3D animation, visual effects, storyboarding, photography, video production, video editing, post-production, graphic design, illustrations, and vector graphics. Strong animation skills and a keen eye for detail. Demonstrates ability to deliver high-quality motion graphics and 3D assets, resulting in increased brand recognition and viewer engagement. Ability to work with both Mac and PC platforms and use correct formats and resolutions for video, web and print.

SKILLS

Cinema 4D, Blender, 3DS Max, Unreal Engine 5, After Effects, Premiere Pro, Red Giant plugins, Adobe Creative Cloud, Photoshop, Illustrator, Media Encoder, Motion Graphics, Animation, Compositing, Motion Tracking, Rotoscoping, Post-Production, Production Process, Workflow Optimization, Videography, Detail Oriented.

EXPERIENCE

Lorenzo Designs • Whittier, CA • Motion Graphic Designer & Graphic Designer (11/2019) - Present

Created motion graphics, 3D assets, web graphics and print graphics for various print and social media advertising campaigns. Assisted with the art direction and created motion graphics for streaming podcasts and web TV series. Created packaging and photographed products for sale in supermarkets and ecommerce stores. Designed shirt graphics sold at concerts and online. Created vector art, motion graphics and animations for sale as NFT's online. Filmed walkthroughs of real estate with Motion Graphics for MLS listings. Animated music videos in Unreal Engine 5, Cinema 4D and After Effects.

New Castle Beverage Inc. • City of Industry, CA • Senior Motion Graphic Designer & Graphic Designer (01/2009) - (11/2019)

Assisted with the art direction and created graphics for the day-to-day marketing needs and packaging for Michelada Antojitos brand. Created the label for the Tapatio michelada cup and premix bottle, licensed by New Castle Beverage Inc., using the brand guidelines provided by Tapatio Hot Sauce company. Operated the in-house large format

printer and plotter for marketing materials. Photographed products for print, web and video ads. Created the motion graphics for social media ads, posts and videos played during sponsored events. Created vector libraries for logos, design assets, lettering and motion graphic assets.

***Lorenzo Designs • Whittier, CA • Motion Graphic Designer & Graphic Designer
(06/2006) - (12/2008)***

Created motion graphics, vector art, 3D animations, logo animations, post production green screen removal, video compositing, web graphics and print graphics for various print and social media advertising campaigns. Created motion graphics and color corrected music videos for online use. Designed packaging, labels, hang tags, brochures, t-shirt graphics, logos, websites, product sheets and photographed products for sale in supermarkets and ecommerce stores. Artwork created for the following companies: American Apparel & A Jeans, Mochi Ice Cream, Kingdom Mattress, Initiative Latin America, Garo Habano Cigars, Psycho Realm & Sick Symphonies, Muay Thai Association of America, Silagi Development.

SPS Supply • City of Industry, CA • Graphic Designer & Co-Owner (08/2003) - (05/2006)

Creative Art Director for the SPS Supply silk screen machines. Designed flyers, brochures, website and social media pages for the SPS Supply brand. Created motion graphics for social media video ads and taught new customers how to color separate designs for film. Designed vector graphics for customer t-shirts and created logos and marketing material for customers' startup businesses.

Nickelodeon Animation Studio • Burbank, CA • Production and Art Intern CATDOG Series (02/1999) - (06/1999)

Responsibilities included helping with the production and shipping of storyboards, x-sheets, props, character model sheets and layouts. Assisted with character and prop clean up. Used Adobe Premiere for the synchronization of dialogue and storyboard panels in the animatic department.

US NAVY • Whidbey Island, WA • Aviation Structural Mechanic Egress (02/1993) - (06/1997)

Responsibilities included Night Supervisor for the USS Carl Vinson Liquid Oxygen plant and Flight Deck Troubleshooter for EA - 6B aircraft EGRESS systems. Maintain and repair aircraft ejection seats, pressurization, and oxygen systems.

EDUCATION AND CERTIFICATIONS

Art Institute of California • Santa Monica, CA • Bachelor of Science • Computer Animation *Graduation Year (2001)*

Skills learned include graphic design, motion graphics, CGI, visual effects, video editing, video production, video post-production, compositing, storyboarding, 2D animation, 3D animation, illustration, sound production, sound editing, color correction, rendering, concept art and video transitions.