

dana sodd

Motion Design | Video Editing
Animation | Illustration

about

Denver, CO based digital marketing strategist, brand storyteller, multimedia asset and conversions creator.

contact

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education

University of Cincinnati DAAP

Bachelor's of Science in Graphic
Communication Design

Minor in Fine Arts

skills

After Effects
Premiere
Illustrator
Photoshop
InDesign
LottieFiles
Dimension
Blender
Figma
Webflow
Cinema 4D
Cavalry
Procreate
Davinci Resolve
Digital Illustration
Adobe Firefly
Visual Identity
Brand Strategy
Video Editing
Visual Design

references available upon request

work experience

Unbridled Solutions | Senior Motion Designer

Jan 2024 - Present | On-Site

- Worked closely with Art and Creative Directors to create visual identities and motion design for corporate conferences spanning Pharmaceutical, Food & Beverage, and Technology companies with attendee numbers ranging from 800 - 11,000+ people.
- Collaborated on-site with Production Teams, Playback Ops, and Lighting Directors to create visually immersive experiences for conference attendees.
- Motion Lead for Papa Johns biannual Franchisee Conference. Managed a small team of contractors to create 3D Awards looks, General Session motion package, opening video, visual identity and motion for their Pizza Competition.

The Studiio | Video Editor

Sep 2022 - Jan 2024 | Contracted Remote

- Produced educational videos for media libraries and socials. Editing of RAW files including final cut, color correction/grading, text and animated graphics.
- Established brand identity and motion design systems for the cannabis company CSequence—including creating an animated logo bumper, title card graphics, and reusable animated icon assets.

CPR Interactive | Senior Motion Designer

Aug 2018 - July 2023 | On-Site and Remote

- Lead all phases of video projects from client interaction, scripting, style framing, and storyboarding, to motion audio mixing, and final compositing.
- Maintained a deep understanding of industry trends to enhance brand identity across an array of Tech startups and Fortune 500 companies. Multimedia assets included how-to, social ad, explainer, training, event opener, product demo tour, made-for-broadcast and educational videos.
- Created SAAS and B2B product UI animations for brands like Oracle, Amazon, SAP, and Deloitte. Leveraged LottieFile micro-animations for use across web and interactive infographics.
- Managed a commercial shoot for Oracle's latest cloud emerging technologies. Scouted locations, lead casting call, aided videographer, and was responsible for majority of post-production editing. Chose final shots, created final edit, color corrected/graded, and added in custom VFX.

LiveWell Collaborative | Motion Designer

Jan 2016 - May 2018 | On-Site

- Increased Cincinnati Children's Hospital patient involvement in their own treatment with educational videos touting crucial habits for good health.
- Worked closely with Healthcare professionals and Nurse practitioners to create accurate scripts and graphic visuals.
- Taught Motion Design basics to new interns each semester.

Procter & Gamble | Digital Designer

May 2016 - Jan 2018 | On-Site

- Scouted locations, lead casting call, made shot list, and edited post-footage for filming of a Head and Shoulders' product campaign video.
- Worked on video and social assets across multiple brands including Pantene, Each & Every, and Olay. Video shoot and film crew experience.

Great American Insurance Group | Junior Graphic Designer

August 2015 - January 2016 | On-Site

- Worked with Project Managers to create print and web materials for all 32 insurance sectors within the company.