

ERICA KALICAK

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motion design

EXPERIENCE

Designer [motion focus]

160over90 [formerly RED Interactive Agency]
Oct 2018–Aug 2021 [Santa Monica, CA]

Leadership

- Advised as a mentee to a high school student interested in graphic design via our Mentorship Program
- Delegated tasks and gave direction on projects to summer interns

Motion Design

- Worked under Creative Directors to animate logos, keeping in mind the client's brand standards
- Worked with copywriters to create Facebook Interactive ads for both lower-funnel storytelling & evergreen brand mission tactics
- Collaborated with developers to animate HTML programmatic ads for Netflix, Apple News+, Hulu, Bud Light, Disney Rewards, & Under Armour
- Designed & animated social organic & sponsored ads, primarily for Instagram Stories & In-Feed posts
- Modelled, textured, & animated CG product shots for Bud Light & Gallo
- Animated digital billboards
- Created GIFs & memes for AMC's The Walking Dead season 9

Video Editing

- Edited video footage & audio for digital billboards & social ads
- Edited footage to create trailer cutdowns for social ads
- Cutdown & edited livestream footage for Twitch's social ads

Illustration & Design

- Created illustrations for Apple News+ ads & Gallo Winery's Instagram posts

Freelance Motion Designer

Jan 2017–Present [Atlanta, GA]

Motion Designer | We The Collective (2022)

- Created videos for organic content & programmatic ads for youth gaming brands (Fortnite, Nintendo Switch)
- Created bespoke video templates

Motion Designer | WNDR (2021)

- Worked with a Creative Director to design a logo for WNDR's event
- Animated their logo with CG assets

Art Director | DECOUPLR (2021)

- Directed & animated 12 videos (1 teaser promo & 11 song visualizers) for their remix album "RECOUPLR" using traditional animation, CG, video editing, and experimental techniques

PROGRAMS

Animation

After Effects, Cinema 4D, Octane, Redshift, Substance Designer & Painter, ToonBoom

Video

Premiere, Audition, Media Encoder

Graphics

Photoshop, Illustrator, Procreate

UI Design

Apple Sketch, Figma

EDUCATION

B.F.A. Animation

Savannah College of Art & Design
Class of 2017 [Savannah, GA]

- Film placed in 2017 Senior Showcase