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## HOW DO WE MATCH UP?

**GOOD MORNING,**

Thank you for the opportunity to inquire about the Motion Graphics Designer. My background in social content development at Amazon and TBS, plus my passion for animation and motion graphics make me a strong match for the position. I am certain that my skill set, experience and passion for organization and team collaboration will provide the necessary attributes to successfully adapt to your crew and perform above expectations.

I am a proactive creative leader who has been consistently praised by team members and have shown tremendous value to clients and their products.

Overall, I have consistently demonstrated my abilities in story development, asset creation, and ability to animate branded motion graphics. I invite you to review my detailed achievements in the attached resume.

I look forward to hearing more about the position and how my specific skills and abilities can benefit you and your team.

Please contact me at (206) 370-4481 or via email at [sean@seanbalko.com](mailto:sean@seanbalko.com) to arrange for a convenient meeting time.

Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,

Kenneth Sean Balko

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## PERSONAL VIEWPOINT

Motion asset development and graphic design support with entrepreneurial spirit and exceptional design aesthetic. Deep expertise in photographic techniques , branding graphics, 2D animation/3D approaches, and various typed of interactive media. Proven record of building and sustaining relationships with highly-visible clients, including **Amazon, Kindle, TBS, TNT, Starwood Hotels & Resorts, Skype, Knoll Textiles, Fullscreen, Smashbox Cosmetics and SKB Architects**

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## SIGNATURE STRENGTHS

DESIGN LAYOUT  
BRAND DEVELOPMENT  
STORY TELLING  
VVIDEO EDITING  
TYPOGRAPHY

STRATEGIC DIRECTION  
CONTENT DEVELOPMENT  
PHOTO RETOUCHING  
GRAPHICS ANIMATION  
2D AND 3D CONCEPTS

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## EDUCATION

- 2019 CT | PASADENA CITY COLLEGE | LOS ANGELES, CA | GRAPHIC DESIGN/ ANIMATION
- 2017 CT | STUDIO ARTS | LOS ANGELES, CA | COMPOSITING AND VISUAL EFFECTS
- 2013 AS | SEATTLE CREATIVE ACADEMY | SEATTLE, WA | COMMERCIAL PHOTOGRAPHY
- 2008 BA | EMERSON COLLEGE | BOSTON, MA | FILM PRODUCTION & THEATRE STUDIES

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## PROFESSIONAL DEVELOPMENT

FINE ART PHOTOGRAPHY | UNIVERSITY OF WASHINGTON | SEATTLE, WA

AFTEREFFECTS & MAYA | GNOMON SCHOOL OF VISUAL EFFECTS | LOS ANGELES, CA

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## DESIGN EXPERIENCE

- **2018-2019 | PCAF | CONTENT DESIGNER & MOTION GRAPHIC DEVELOPER**

*Generated short form documentaries and motion graphics that supported the business objectives of the Pierce County Aids Foundation. The visual assets consisted of 3D logo animation, concept development and editing digital assets to be utilized on all social platforms.*

— Developed design theme and motion assets for marketing, fund raising presentations, social videos and the non profit's website.

— Collaborated with branding team to create and edit video intros and special interest pieces for public services utilizing Illustrator, Trapcode Suite, After Effects and Cinema 4D.

- **2016-2018 | TURNER BROADCASTING | CONTENT DESIGNER & PRODUCER**

*Developed digital content, provided website management, and art direction for social platforms and promotions. Instrumental in driving TBS brand, including 200% increase in audience recognition on digital platforms. Supported acquisition campaign through development of web assets, collateral and editing materials.*

— Produced and Designed content and visual assets for TBS social website, "The Heckler" that provides support for the TBS brand, and notable shows, including Angie Tribeca, Full Frontal, and Wrecked.

— Architected and managed archival database housing art assets, design elements, and motion graphics. Built and designed digital assets utilizing visual applications including but not limited to Adobe Premier, After Effects, Photoshop and Illustrator.

- **2013-2016 | AMAZON | DIGITAL CONTENT PRODUCER**

*Produced in-studio and on-location design applications, still imagery, and motion projects for e-commerce and accompanying website collateral. Credited with innovating immediately successful "Electronic Gift Guide" for the holiday season in 2015 that generated \$300M in sales.*

— Efficiently managed project risks, budget changes and scope based on providing appropriate solutions to potential problems. As project lead, engaged with producers, internal/external design and development teams to define project strategy, goals, deliverables, time lines, and budgets. Executed project on/under budget 100% of time.

— Produced two major campaigns that drove brand awareness across social media platforms for Amazon Fresh in the San Francisco/New York markets and drove new member acquisition to Amazon Fresh and Amazon Prime divisions.

- **2010-2013 | SKB ARCHITECTS | CONTENT MARKETING PRODUCER & MOTION EDITOR**

*Developed marketing collateral for residential and commercial construction project "Urban Farmhouse". Interviewed architects/ design professionals for clients' public relations portfolio, including video clips and construction documentation.*

— Personally created, participated in, and supported marketing initiatives for this ground-breaking 4 year project focused on creating streamlined living spaces from concept through completion, including story boarding, directing and editing digital assets into final promotional deliverables.

— Continually achieved creative objectives and customer/business requirements resulting from effective team guidance tied to production and best practices.



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## **FINAL STATEMENT / THANK YOU.**

It has been a pleasure to provide you with some details into my professional experience as a creative and a project leader. I strive to maintain the appropriate balance between the creative mind and the business side of any project or digital campaign. I pride myself on being highly organized and malleable in any situation.

If you would like any additional information about my background and approach to team collaboration please feel free to reach out.

Thank you and I look forward to hearing more about the position and your crew.

Cheers!