

Ramon Blake Guthrie

**MOTION GRAPHIC DESIGNER / VIDEO EDITOR /
UI DESIGNER / 3D ARTIST / PRE-VIS DESIGNER**

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About

I am a London Senior Creative Designer, I specialise in Motion Graphics, 3D / 2D Animations, Video editing and UI Prototype Animations. I'm interested in roles in Virtual Reality, Aerospace, Automotive, Media advertising, Music Videos, Fashion, TV and Film. I have over 18 year's experience in the creative industry working in agency-side and client-side environments and I have also had the opportunity to work with some amazing brands like **Sony, Timberland, Champion, McDonald's, Cisco, Lloyds, Hive, Halifax, ITG, British Gas, British Land, Ford, KIA, MG, Honda and Bentley Motors** through-out my career.

Tools

3D Modelling, Lighting & Animation:

3D Studio Max (V-ray, Corona, MentalRay, iRay, Octane, Maxwellrender plugins), Cinema 4D (Octane, Redshift, Corona plugins), LightWave, Blender, Zbrush, Modo & Keyshot.

Video Editing, Effects & Sound:

Adobe After Effects (Boris FX, Video Copilot & Trapcode Suite plugins), Adobe Premiere Pro, Adobe Media Encoder & Adobe Audition.

Desktop Publishing, Online & Print:

Adobe Photoshop, Adobe Illustrator, Corel Painter, SketchBook Pro, Adobe InDesign, Adobe Acrobat/Writer, Microsoft Office Suite, Open Office & WordPress.

Web Design & UI:

Adobe XD, Sketch, Adobe Dreamweaver, Adobe Animate (Flash), Canva, Spark AR, HTML5, CSS3, Bootstrap, SVG animation, Zeplin & Invision.

Skills Metrix

Motion FX, 3D Animation, 2D Animation, Video Editing, Motion Graphics, Art Directing, Storyboarding, Compositing, Retouching & Matte Painting, 3D Lighting TD, Texturing/ Surface Baking & UV mapping, Render Farm management, UI Design, Icon Design, Logo Design, Infographics, Illustration, Package Design, Layout Design and Digital Photography.

Experience

Senior Motion Graphic Designer - EG+ Worldwide

 March 2020 - July 2020  London, United Kingdom

- Produced a variety of marketing videos from TV Adverts to How-to guides for well known brands such as Lloyds, Halifax, ITG, British Gas, Hive and Omnicom Group.
- Produced videos that can be dynamically scaled, coloured and customised.
- Worked on and produced animations for winning pitches for Lego, Sony and Peugeot.

Lead Motion Designer & Digital Designer - PHM Group Ltd Smart Solutions

 March 2019 - 2020 - 1yr  London, United Kingdom

- Producing live videos that can be dynamically scaled and translated into multiple languages for clients such as Ford, KIA and MG Motors.
- Responsible for concept designs, storyboarding and animatics.
- Providing Look dev car animations, car rigging, video editing and compositing.
- Producing 3D/2D Animations for training, eLearning, Out of Home campaign's and social channels in multiple formats.
- Providing Website and Mobile app support with wireframes for user journeys, producing UI elements, components, style guides and creating live mock-ups.

Senior Freelance Motion Designer & Video Editor - SeenDisplays

 Oct 2018 - Dec 2018  London, United Kingdom

- Produced animations for pop-up retail displays for brands like Timberland and Champion.
- I oversaw concept designs, storyboarding, 3D modelling and compositing.

Lead Freelance Motion Graphics Designer - Avantgarde

 Sept 2018 - Oct 2018  London, United Kingdom

- Produced animatics and pre-vis designs for presentations for brands like Honda and Bentley Motors.
- Designing staging and lighting animation concepts for annual car exhibition shows.

Freelance UI Motion Graphics Designer - William Hill

 Aug 2018 - Sept 2018  London, United Kingdom

- Responsible for designing landing pages in multiple languages at different breakpoints for multiple device sizes to assist the UX and Dev teams to push these pages to Live.

Digital Artist & Motion Graphics Designer - StepStone UK (Totaljobs Group)

 July 2014 - 4yrs  London, United Kingdom

- Worked with all stakeholders to maintain brand consistency across all the *vertical job boards which includes fonts, colours, imagery, layouts and tone of voice.
- Designed all the iconography which helped boost productivity as these was used in all the *vertical job boards' websites, landing pages, emails, advertising, sales and marketing collateral.
- Was solely in charge of creating all the motion graphics and accompanying assets for all the videos for social media brand channels and producing animations for sponsored Football club Portsmouth stadium for the LED boards and large stadium screen displays.
- Designed all the desktop and mobile banner display advertisements in a variety

Hobbies

I enjoy movies, reading, travelling and I regularly attend design, technology talks, meetups and events to help inspire me and keep in the know of current trends. I enjoy motivating people, problem-solving and looking for new opportunities develop as an artist while connecting with people that share similar interests to learn different design principles.

Education

1999-2001 Newham College of F.E

HND in Graphic Design (Communications)
(Distinction)

References

Dom Beardsworth (Head of Content)

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of different formats Jobseeker and Recruiter facing for all the job boards, while maintaining brand consistency which increased traffic and revenue.

- With a strong relationship with the Events & Marketing team, I worked on all the external company Awards shows and Out of home campaigns which were featured large digital displays, terminal to train advertisements across the UK.
- Working as part of a collaborative UX team, providing team support and solutions, from concepts, mockups to designing templates for all sectors within the company.

3D Visualizer - Wilkinson Eyre Architects

 Aug 2013 - 1yr  London, United Kingdom

- Producing Concept Design, 3D mock-ups & Marketing images for pre-visualization and pre-planning.
- Producing Massing Studies, Technical model sections for Architectural analysis.
- Low/High polygon modelling and from CAD plan drawings using 3Dsmax.
- Reduced render times by 50% through using advanced scene optimizations and multipass rendering techniques, which helped meet deadlines and increase delivery rates.

Motion Graphic Artist & Composer - Joystick Interactive / Razor Fish UK

 Jan 2013 - 5mons  London, United Kingdom

- Produced a 3D animation, to go alongside a launch of a brand-new product range for McDonald's (the well-known worldwide fast-food chain) called McBites, to be marketed along with online games, TV and web campaigns for a limited period.
- Produced 3D animatic fly-throughs for client sign-off.
- In charge of editing, grading and compositing.

Motion Graphic Artist & Composer - Sit-Up TV

 Aug 2011 - 5days  London, United Kingdom

- Produced Promo TV adverts with live voiceovers aired on Bid-Up TV
- Designed Logo and artwork for TV and Marketing campaigns.

Senior Lighting & Animation Artist - Crystal CG International

 Dec 2010 - 4weeks  London, United Kingdom

- Produced HD 3D animation fly-throughs for a sponsor of the London 2012 Olympics for Web/Tv campaigns using 3D Studio max, Vray & Vray RT.
- Advanced texturing & UV mapping.
- Advanced Lighting & Rendering, (HDR, GI & Ambient Occlusion style rendering, Non Linear, multi-pass rendering using Mental ray and Vray)

GUI Artist & Graphic Designer - XFace

 Apr 2010 - 7mons  London, United Kingdom

- User Interface (UI) designs for navigations, layouts and buttons.
- Re-designed and produced a user-friendly company website template.
- Producing concept designs, created animated logos & splash screens.
- Image editing and vector artwork design.
- Working with Microsoft Surface touch screen technology.

Senior Advanced Lighting & Texturing Artist - Cityscape Digital

 Aug 2004 - 5yrs  London, United Kingdom

- Produced 3D animation fly-throughs for clients using 3D Studio Max and LightWave.
- In charge of game research and development (Serious Gaming, 3D internet and Game Engines).
- Worked with some incredible developers like Candy & Candy, Land Securities & British Land and with the world's most influential architects such as Make, Zaha Hadid, KPF, Ian Simpson, Foster + Partners, Terry Farrell and Partners & Fletcher Priest.
- Blended Digital photography with 3D to produce photo-real solutions.