



# Gualo Cruz

Motion Graphic Designer

626 - 625 - 4757

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## Education

The Art Institute of California - Los Angeles: 9/98 – 9/00      Associates of Science, in Computer Animation

## Software

After Effects / Cinema 4D / Photo Shop / Illustrator / Premiere / Avid / InDesign / Audition

## Experience

3/2022 - 12/2024 Walt Disney Studios (The Hive) - Burbank, CA. Title Designer. Designing and animation for Disney Movie Trailer Campaigns. Designing the Branding style of graphics for Movie Trailer and or Promos. Working on VFX shots including Matte Painting, Rotoscope, Integration of graphic titles with footage, Tracking, Particles and Color correcting. Delivery finishes of Trailers graphics for TV and Social platforms including Facebook, Instagram and TikTok. Work in Storytelling using graphics with Voice overs. Utilizing the latest After Effects and Cinema 4D Redshift.

4/2016 - 4/2022 Open Road Entertainment - Burbank, CA. Motion graphics and Design for Trailers for TV Broadcast, Microcontent, Film, Social media platforms. Designing titles for different variation of Movie trailers. Working with VFX shots including Matte painting, Rotoscope, Tracking, Particles and Color correcting, Image compression. Work in design for different Social platforms Facebook, Instagram, TikTok and Snapchat. Creating content, Storytelling for TV Broadcast, Presentations and Social media platforms. Utilize After Effects and Cinema 4D.

8/2014 – 4/2016 Ad Leverage - Thousand Oaks, CA. Motion graphics DR Commercial Spots. Video Editing, color correction and compositing. Audio editing in Audition. Format delivery of Spots for various animations for Time Warner, Centaur, Comcast and Univision. Creating Branding look style for all campaigns including for Print, TV, Social Media and Websites.

3/2014 – 08/2014 Telemundo - Universal City, CA. Broadcast Network. Motion graphic design for Promotional Spots for TV and Social media graphic branding.

2/2013 – 12/2013 KWHY Mundo Fox - Los Angeles, CA. TV Broadcast. Motion graphic design for brand, Promotional events, shows and sponsors. Design entire identity for the News Show and Entertainment Show including Opens, Bumpers and all the package.

11/2012 – 1/2013 Unimas - Culver City, CA. Broadcast Network. Motion graphic design for brand Promotions.

6/2012 – 8/2012 SP Entertainment LLC - Los Angeles, CA. Post Production. Motion graphics, visual effects, compositing and 3D modeling and animation.

10/2011 – 2/2012 Media One 7 - Los Angeles, CA. Advertising and marketing. Responsibilities: Editing audio in for radio. Video commercials short and long form using Final Cut. Creating and designing graphic elements for short or long form commercials.

9/2009 – 2/2010 Mighty Oak Entertainment - Culver City, CA. Motion Graphics for Knocked Sports. Responsibilities: Developing animations and graphic elements, roto scoping and masking utilizing After Effects, Cinema 4D, Photoshop, Illustrator and poser.

7/2008 – 4/2010 NBC KWHY Channel 22 - Burbank, CA. T.V. Broadcast Station. Responsibilities: Editing sound and video for promotional spots utilizing Final Cut Pro. The development of the creative visual look for promotional spot campaigns. Graphic elements vary per campaign promo spot. Following graphics include Intro opens, lower thirds, bumpers in and out of commercials, transitions, and various others depending on campaign.