

# NICOLAS CARDENAS

## Video & Motion Graphic Artist

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### PROFESSIONAL SUMMARY

With a passion for visual storytelling, I am a Visual Artist dedicated to video production, motion graphics, and graphic design. My journey in the audiovisual and advertising industries spans over a decade, during which I have had the opportunity to lead creative projects from the very first idea through to the finished product. I have proven expertise collaborating with cross-functional teams to translate complex concepts into learner-centered multimedia experiences. Track record of increasing audience engagement by up to 40% through strategic storytelling and cost-effective production methods. Committed to equity, diversity, and accessibility in all multimedia creation.

### CORE COMPETENCIES

<b>Multimedia Production:</b>	Video Production • Audio Recording & Editing • 2D Animation • Motion Graphics • post-production.
<b>Pre-Production Ideation:</b>	Scriptwriting • Storyboarding • Concept Development • Decision Maker • Scheduling & Casting.
<b>Technical Expertise:</b>	Lighting Design • Sound Design • Green Screen • Color Grading • File Encoding • Multi-Format Delivery.
<b>Instructional Design Support:</b>	Educational Content Creation • Visual Communication • Learner-Centered Design • Copyright Compliance.
<b>Project Management:</b>	Leadership • Multi-Project Coordination • Documentation & Reporting • Client Service • Cross-Functional Collaboration.

### PROFESSIONAL EXPERIENCE

#### Videographer | Strategy Institute | 2024 - Present | Toronto, ON (Freelance)

- Produced end-to-end event coverage videos increasing online audience engagement by 40%.
- Executed complete production workflow from pre-production planning through post-production delivery.
- Directed educational and promotional video content improving brand visibility and digital reach by 35%.
- Maintained copyright compliance and technical specifications across all deliverables.

#### Motion Graphics Designer | Konnect App | 2024 - 2025 | Toronto, ON

- Developed comprehensive brand manual standardizing visual communication and ensuring design consistency.
- Increased engagement by 25% through innovative animated educational content and multimedia assets.
- Collaborated with marketing teams implementing data-driven visual strategies aligned with organizational objectives.
- Managed multiple concurrent projects while maintaining quality standards and meeting strict deadlines.

#### Videographer | Seneca Polytechnic | 2023 - 2024 | Toronto, ON (Part-Time)

- Produced educational social media content including scripting, storyboarding, filming, editing, and animation.
- Translated marketing concepts into engaging visual formats so the message was properly accepted to their target audience.
- Directed video campaigns from scratch leading crew members and video departments with proficiency. Maintained a proper communication with stakeholders and final customer about projects so everyone was at the same page.

### **Motion Designer | Chroma Studio | 2019 - 2022 | Bogotá, Colombia**

- Directed motion and 3d composition scenes for various projects where needed.
- Produced high-quality video and animation content across multiple projects.
- Directed plenty on-site projects from scratch, being the responsible head across all departments.
- Collaborated with diverse teams ensuring projects met instructional and business objectives.

### **Video Producer | Look & Film | 2015 - 2019 | Bogotá, Colombia**

- Entirely directed video and photo content for social media campaigns for different prestigious Colombian brands.
- Overseeing the pre-production of tv / digital ads of international brands such as Pyrex, Ajinomoto and DHL.
- Manage multiple projects at the same time in postproduction workflow so all deliverables were on time.

### **Videographer & Media Department Manager | Great Place to Work | 2013 - 2015 | Bogotá, Colombia**

- Created motion graphics videos for educational keynote presentations, workshops, and seminars
- Managed graphic and media department overseeing quality content creation across multiple platforms
- Developed comprehensive style guides and workflow processes improving company's audiovisual products
- Collaborated with cross-functional teams ensuring designs met educational and business objectives

## **TECHNICAL SKILLS**

**Expert:** Adobe Creative Suite (After Effects, Premiere Pro, Audition, Photoshop, Illustrator, Animate) • Cinematography • Photography

**Advanced:** DaVinci Resolve Studio • Cinema 4D • Audio Recording & Editing • Green Screen Production • Lighting Design • Sound Design • File Encoding (Multiple Formats) • HTML5/CSS/JavaScript

**Proficient:** Final Cut Pro • Blender • Nuke X • Monday.com • Project Documentation • Copyright Compliance

**Equipment:** Professional DSLR Cameras (Canon/Sony) • Professional Audio Recording Equipment • Lighting Systems

## **EDUCATION & CERTIFICATIONS**

**Postgraduate Diploma in Illustration** | Seneca Polytechnic | 2023 - 2024

**Bachelor of Visual Arts (Graphic Design Emphasis)** | Pontificia Universidad Javeriana | 2004 - 2010

**Professional Safety Certifications:** Worker Health & Safety Awareness • WHMIS • Working at Heights

## **ACHIEVEMENTS & COMMITMENT TO EQUITY**

- **Award-Winning Work:** Animation credits in internationally recognized festival-winning educational short films
- **Educational Impact:** Created interactive visual content for Colombian governmental educational institutes
- **Bilingual Capacity:** Fluent in English and Spanish with basic French proficiency, enabling diverse audience engagement
- **Commitment to Accessibility:** Experienced creating inclusive multimedia content ACA.