

Victor Goldfeld

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SUMMARY

Experienced Motion Designer, Video Editor, Art Director and Generative AI expert with 20 years of experience in ad agencies, broadcast television, web and films. I have demonstrated success in leading creative and art direction for projects, consistently achieving high levels of stake holder satisfaction with multimillion-dollar brands. I am proficient in overseeing all visual aspects of a project, offering innovative design solutions, and leveraging strong leadership skills to collaborate seamlessly with teams. I have been incorporating AI into workflows, enhancing communication between clients and production teams to express ideas effectively and drive creative development forward.

EXPERIENCE

Owner/ Director

VG Productions

February 2024 - Present, US, GA, Duluth

- Run a one-person freelance production company, specializing in pre-production, animatics, storyboarding, visual storytelling, generative AI, and video editing for both web and broadcast. Offer a full range of creative services including AI Music, Sound Design, and Voice overs that help bring ideas to life, from initial concept development to polished, final edits.
- Help clients build strong brand relationships and drive profits by leveraging the latest technologies, including AI-powered workflows, to streamline production and enhance creative outcomes.

Graphics Department/ Broadcast Television

Disney ABC News

May 2024 - November 2024, US, NY, New York

- Creating graphics for ABC broadcast shows like World News Tonight with David Muir, ABC News Live, ABC Weekend News and GMA3.
- Working with latest equipment and programs such as After Effects and Vizrt in a fast-paced live studio environment.

Senior Art Director/ Creative Director

Charlex/ 321Launch

January 2015 - February 2024, US, NY, New York

- Managed and guided creative teams to achieve client satisfaction through effective leadership and collaboration.
- Directed design and development processes while providing strategic solutions to optimize advertising goals for clients and agencies.
- Inspired and supported creative teams, fostering an environment that led to exceptional workflow and heightened productivity.
- Led the direction of test commercial Animatics, Photomatics, and Cinematics, using Generative AI as part of workflow contributing to the generation of millions of dollars in revenue for clients.
- Effectively managed client expectations and consistently surpassed them, cultivating lasting partnerships with major brands including Coca Cola, Gillette, Liberty Mutual, Bacardi, Rexulti, Kinder Surprise, Chase Bank, Dunkin Donuts, and Dupixent, fostering repeat business.

Motion Designer/ Video Editor/ Digital Compositor

Charlex/ 321Launch

October 2009 - December 2014, US, NY, New York

- Facilitated client sessions with groups of creatives, in-person and remotely, ensuring effective collaboration and communication across diverse teams.
- Effectively managed teams of composers, seamlessly integrating 3D and 2D workflows to enhance overall project efficiency and quality.
- Successfully managed end-to-end production for hundreds of commercials and animatics, ranging from concise 15-second spots to longer 30, 45, 60 and extended formats including vertical phone social and web, ensuring impactful and effective advertising outcomes.
- Proficient in video editing for both High Definition and internet formats, YouTube, Tik-Tok, Instagram, Facebook, delivering content tailored to diverse platforms with a keen focus on quality and audience engagement.

2D Animator/ Layout/ Blocking

Little Airplane Productions

2007-2008, US, NY, New York

- Served as a Blocker and Layout Artist for the television cartoon show “3rd and Bird,” contributing to the visual design and flow of animation.
- Animated props, orchestrated camera moves, and compiled 9-minute episodes, showcasing a comprehensive skill set in animation production. Collaborated seamlessly with all phases of production to ensure cohesive and polished final episodes.

Freelance Highlights

Self Employed

2004-2007, US, NY, New York

- Storyboarded the opening ceremony for the 2005-2006 US Open in Queens NY
- Painted the legendary ODB Mural in Bedford Stuyvesant Brooklyn for the Wu Tang Clan. (Has been featured in multiple documentaries.)
- Freelanced at multiple NYC studios including Augenblick Studios and World Leaders entertainment on TV shows and movies.
- Winner of the 2007 Staten Island Film Festival for the Animation Category with the film “WALK.”

Languages

Proficient in Russian and Ukrainian

EDUCATION

Bachelor of Arts: Fine Arts/ Animation

The School of Visual Arts • New York City, New York • 2006

SKILLS

Skills: Generative AI, Krea, Sora, ChatGPT, Runway, Veo 3, Motion Design, After Effects, Vizrt, Graphic Design, VFX Compositing, C4D/Nuke, Generative AI, Runway, Krea, Fable Prism, Prompt Engineer, Corporate Identity Branding, Storyboards, Animatics, Animation, Illustration, Video Editing, Premiere Pro, Client Relationship Management, Leadership, Art Direction, Adobe Creative Suite, Time Management, Delegation, Design Solutions