

# Victor Goldfeld

Art Director/ Motion Designer/ Editor

**Address** NYC & Atlanta Based

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## Websites, Portfolios, Profiles

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- <https://www.victorgoldfeld.com/>
- <https://www.linkedin.com/in/victor-goldfeld-8216345/>
- [https://www.imdb.com/name/nm2332890/?ref\\_=fn\\_al\\_nm\\_1](https://www.imdb.com/name/nm2332890/?ref_=fn_al_nm_1)

I am a dedicated and passionate Creative Thinker with two decades of comprehensive experience spanning all phases of production across diverse media platforms. I have worked in film, print, cartoons, social media, and ad agencies. 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.

## Work History

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**2015-01 - 2024-02**

### Senior Art Director/ Creative Director

*Charlex/ 321 Launch, New York, NY*

- 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, Dunkin Donuts, and Dupixent, fostering repeat business.

**2009-10 - 2024-02**

### Motion Designer/ Video Editor/Digital Composer

*Charlex/ 321 Launch, New York, NY*

- Facilitated client sessions with groups of creatives, both 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, 60, and extended formats, 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.

2007-03 - 2009-07

## 2D Animator/ Layout/ Blocking

*Little Airplane Productions, New York, NY*

- Served as a Blocker and Layout Artist for the television cartoon show "3rd and Bird," contributing to the visual design and flow of the animation sequences.
- 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.

## Skills

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Client Relationship Management	██
Leadership	██
Art Direction	██
Adobe Creative Suite	██
Generative AI	██
Time Management/ Delegation	██
Design Solutions	██
Video Editing	██
Motion Design	██
Graphic Design	██
VFX Compositing	██
C4D/Nuke	██
Corporate Identity Branding	██
Storyboards/ Animatics	██
Animation/ Illustration	██

## Education

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2006-06

## Bachelor of Arts: Fine Arts/ Animation

*The School Of Visual Arts - New York, NY*

- Graduated With Honors
- Award Winning Film "Walk"

## Languages

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Ukrainian

Native or Bilingual

Russian

Native or Bilingual

## Interests

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Family Youtube Channel