

CRAIG SHALOIKO

Motion Design

PROFILE

10 year career conceptualizing, executing and directing high-end 2D/3D motion graphics, animation, digital cinematography and video content for some of the most recognizable international brands. I work with clients in advertising & marketing, broadcast and entertainment industries to develop innovative motion solutions for brand initiatives by focusing on visual storytelling with an ego-free and collaborative approach across outlets such as web, broadcast, social and digital media. I partner with external and internal teams to ideate and execute creative solutions that reflect core brand ideals for digital and video deliverables while utilizing data and audience research to strengthen messaging and targeting.

CAREER

OWNER & DIRECTOR,

Crash Motion, New York, NY

Creator of original, design-driven, video and digital content. Available for on site and remote freelance motion design.

Clientele includes:

- **RPM, The Cher Show**
- **SPOTCO, Hamilton, Lincoln Center Theater, Mean Girls, Roundabout Theatre Company, Global Creatures**
- **COMPOSE[D], Marc Jacobs, Clinique, Tiffany, Calvin Klein, Nautica, DKNY, Michael Kors, NAMG**
- **ELEPHANT**
- **FROG**
- **300 ENTERTAINMENT**
- **RYB PRODUCTIONS**
- **AREA OF PRACTICE**
- **CRAYOLA**
- **INTERBRAND**
- **CHRISTIAN BRUNCSAK PRODUCTIONS**
- **LOYAL KASPAR, Disney XD**

SR. MOTION DESIGNER,

SpotCo, New York, NY.

June 2015 - September 2018

Project leader. Art direction on set of shoots. Directed and managed team of freelance and junior motion designers.

MOTION GRAPHICS DESIGNER,

SpotCo, New York, NY.

February 2010 - June 2015

Conceptualize, design, animate motion graphics and edit video for various long-form and short-form broadcast and web videos advertising theatrical entertainment.

BROADCAST DESIGNER,

BET Networks, New York, NY.

September 2008 - September 2009

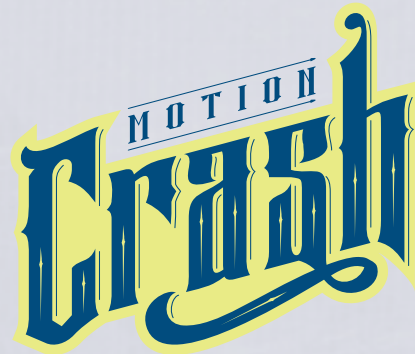
Created programming promos, graphics packages for original, on-air content.

MOTION GRAPHICS DESIGNER,

Firehouse Pictures, Tucson, AZ.

July 2007 - August 2008

Designed motion graphics/2D animation for a wide range of projects as well as video editing, DVD menu design/authoring, some sound design.



WEBSITE

WWW.CRASHMOTION.COM

PHONE

(914) 473.6491

EMAIL

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LOCATION

NEW YORK CITY

SKILLS

AFTER EFFECTS

PLUGINS:

- Trapcode Suite, incl. Particular
- Primatte Keyer & Key Correct Pro
- Twixtor
- Optical Flares

PREMIERE

CINEMA 4D

PHOTOSHOP

ILLUSTRATOR

INDESIGN

DRAWING

EDUCATION

Savannah College of Art & Design

Bachelor of Fine Arts, June 2006

Broadcast Design & Motion Graphics

Minor in Graphic Design