

Gerson do Amaral

Motion Designer • VizRT • Animator • Broadcast Designer • Art Director

Rio de Janeiro

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Skills

- More than 10 years working as a broadcast designer and motion designer.
- I have experience creating a large variety of animated pieces for television, like opening shows and internal designs, animations, 3D content, transitions, lower thirds, charts, and 3D virtual scenarios.
- For the last 5 years, I have been working on TV's live graphics for sports at Sportv, using a lot of data organization allied with animations.
- Always combining a well-designed piece with excellent animation.
- Reliable, hard worker and always seeking the best solutions using design techniques.

Education

Post-Graduation degree in Animation at PUC – RJ - Brazil.

Bacharel in Design (specialization in Visual Design) at Unicarioca – Rio de Janeiro - Brazil.

Experience

Digital Designer at Grupo Globo - 2011 - Now

Creating Broadcast Design, Video Graphics, live graphics for broadcast TV (lower thirds, title cards, fullscreen scenes, etc.) and animation, 2D and 3D. Based on SPORTV.

- I have developed a Live Graphic scene (Tactical Formation to soccer teams) which decreased the volume of arts requested from journalists and reporters to the day-by-day art department.

Digital Art Coordinator at Agência3 - 2009 - 2010

I had under my coordination a team of 6 people. We have created hot sites, banners, e-mail marketing, multimedia presentations, and all sorts of pieces in Web Design and Graphic Design.

Digital Art Director at Agência3 - 2007 - 2010

Creating Motion graphics, spotlights to cinema, animations and illustrations, 2D and 3D.

- I introduced the motion graphics to the portfolio's agency and through this, we start producing animations and media pieces to our clients.

Digital Art Director at HomeWebbing 2004 - 2007

Art Director focused on Web. I could create all types of banners, hot sites and websites, newsletters, mail marketing, and printed folders.

Academic Experience

Teacher of Visual Communication at the Post-Graduation Digital Media from SENAC-RJ - Brazil.