

NIC KIERNAN

Creative Director | Motion Design & Filmmaking

Dallas, Texas | (972) 804-2823 | thenickiernan@gmail.com
thenickiernan.com | Creative Portfolio

EXECUTIVE SUMMARY

Premium Creative Director with 10+ years of proven success delivering enterprise scale digital media campaigns. Specialized expertise in motion design, animation, video production, and strategic storytelling for Fortune 500 companies, mid-market tech firms, and innovative startups. Rare combination of technical mastery, creative vision, and strategic thinking delivering motion driven experiences that move business results.

CORE COMPETENCIES

- **Motion Design & Animation:** After Effects, motion graphics, animation, visual effects
- **Video Production & Filmmaking:** Directing, filming, editing, post-production, Premiere Pro, live streaming
- **Strategic Storytelling:** Campaign strategy, brand positioning, creative direction, narrative development
- **Graphic Design & Visual Systems:** Branding, UI/UX (Adobe XD, Sketch), print collateral, HTML, visual identity
- **Web & Digital Design:** WordPress, Squarespace, Wix, SEO, digital marketing, social media strategy
- **Enterprise Skills:** Team leadership, stakeholder management, project management, budget oversight

PROFESSIONAL EXPERIENCE

Senior Creative Director • PLUS Communications (Remote) • Current

- Leading motion design and creative campaigns for Fortune 500 companies including Exxon Mobil and Charter | Spectrum
- Conceiving, designing, and directing digital media and social media campaigns at enterprise scale
- Managing creative teams and ensuring consistent creative excellence across multiple concurrent projects
- Developing campaign strategy that balances bold creative innovation with measurable business impact
- Delivering motion-forward content that drives engagement, conversions, and business results

Head Creative Director & Marketing Coordinator • JVCKENWOOD (Irving, TX) • 2016–2022 (6 Years)

- Principal creative authority for all motion design, video production, and marketing collateral for B2B technology division
- Created After Effects animations and video content demonstrating complex radio technologies to enterprise clients
- Developed strategic brand positioning and messaging for public safety technology company targeting government agencies
- Designed complete visual identity system including spec sheets, whitepapers, social content, and executive presentations
- Managed company website design, maintenance, and digital marketing presence driving lead generation
- Transformed technical product features into compelling visual narratives that educated and converted buyers

Freelance Creative Director & Designer • Self-Directed • Ongoing

- Product design and app concepts (Lay's Chips consumer app)
- Video production, directing, and editing (Bose, MYOTHERCASE commercial campaigns)
- Marketing campaign creative and brand storytelling (Chick-Fil-A promotional content)
- Client work through Upwork and direct partnerships demonstrating versatility and entrepreneurial mindset

TECHNICAL EXPERTISE & TOOLS

- **Adobe Creative Suite (Expert):** After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Audition
- **Creative & Production Tools:** Final Cut Pro, CapCut, LumaFusion, Procreate digital illustration
- **Web & Digital Design:** WordPress, Squarespace, Wix, Proteus, HTML, Adobe XD, Sketch
- **Digital Marketing & Analytics:** HubSpot, Google Ads, Unbounce, SEO optimization
- **Microsoft Office Suite:** PowerPoint (presentation design), Excel (data analysis), Outlook
- **Soft Skills:** Concept development, creative strategy, client collaboration, project management

KEY ACHIEVEMENTS

- Directed digital media campaigns for two of the world's largest Fortune 500 companies (energy and telecommunications sectors)
- Led creative teams and managed complex multi-stakeholder approval processes for enterprise clients
- Transformed complex B2B radio technology into compelling visual narratives that drove government agency adoption
- Built comprehensive motion design and video production capabilities enabling full in-house creative execution
- Managed rapid execution environments while maintaining premium quality creative standards
- Established personal brand and portfolio demonstrating creative versatility across industries and mediums

EDUCATION

Bachelor of Arts in Communications & Graphic Design • University of North Texas • 2018

Associate in General Studies and Arts • Collin College • 2015

PROFESSIONAL RECOGNITION

- 10+ years of consistent industry experience delivering premium-quality creative work at enterprise scale
- Proven ability to elevate complex technical narratives into compelling visual stories that drive results
- Recognized as trusted creative partner by Fortune 500 brands including Exxon Mobil and Charter Spectrum
- Full production capability eliminating need for external partners or freelancers on motion and video

REFERENCES

Ryan Dysart • Sr. Managing Director, PLUS Communications
rdysart@omc.com

Jeannie Jones • Director of Marketing, JVCKENWOOD
(678) 371-6901

PORTFOLIO & CASE STUDIES

Visit thenickiernan.com to explore complete portfolio including motion design work, video production samples, case studies demonstrating creative excellence, brand positioning projects, and strategic campaigns. Portfolio showcases versatility across industries and demonstrates rare skill fusion of design, filmmaking, and strategic thinking.