

FRANCIS DE LA TORRE

ux designer | motion designer | prototyper
213.435.9496 • fwdelatorre@gmail.com

links:

[motion design reel](#)
[ui and ux reel](#)

Senior designer with 15+ years experience in user experience, advertising, and broadcast design. I've helped create successful design solutions for global brands as well as local non-profits; working with all types of budgets, teams, and timelines. I'm self-taught in xcode, javascript, and principle and have developed high fidelity (animated) prototypes used in research and user testing.

experience

- 03/18 - 09/19 **AT&T/DirecTV | El Segundo, CA**
Senior UX Designer/Motion Designer
- Developed UX design solutions for DirecTV
 - Created high fidelity prototypes (10', mobile and tablet) for team feedback, research and user testing
 - Produced traditional motion graphics for product marketing
 - Developed technical solutions for transferring design to developers
- 03/16 - 03/18 **NBCUniversal | Universal City, CA**
Lead Motion Designer/Editor
- Art directed and executed motion graphics for commercials, promos, sizzle reels and other marketing media
 - Edited promos, sizzle reels and brand idents
 - Collaborated with creative leads to develop visual direction
- 09/09 - 03/16 **Independent Contractor | Los Angeles, CA**
Art Director, Motion Designer, Editor
- Produced live action and motion graphic for various clients within advertising, broadcast, and UX. Clients included: IconMobile Group, C4 Media, Universal Records, Reach Records, Circus Records, Terry Crews, BMW, Constant Contact, NBCUniversal, Possible Worldwide, EuroCopter.
- 02/08 - 09/09 **Schematic/Possible Worldwide | Culver City, CA**
Senior Animator
- Developed UX design solutions for various clients
 - Created high fidelity prototypes (10', mobile and tablet) for team feedback, research and user testing
 - Created traditional motion graphics
 - Developed technical solutions for transferring design to developers

education

- 2002 - 2004 **Los Angeles Dream Center (Accredited Internship)**
Bachelor of Arts (B.A.), Radio and Television Broadcasting
- 2000 - 2002 **Diablo Valley College**
Radio and Television Broadcasting Technology/Technician
- 2012 - 2014 **Santa Monica College**
Film/Cinema/Video Studies
- 2005 - 2006 **Pasadena City College**
Design and Visual Communications

References Available Upon Request

awards (links)

[PromaxBDA Gold Award](#)
[PromaxBDA Silver Award](#)
[G.E.M. Award \(NBCUnivesal\)](#)
[GoDaddy Commercial Competition: Grand Prize Winner](#)

notable projects

[Magic Leap/DirecTV UI Design](#)
[Halo: Reach UI Motion Design](#)
[Jimmy Fallon UK Campaign](#)
[B.A.R.T. Vision Campaign](#)
[Saturday Morning Car-Tunez](#)

software

adobe creative suite
after effects (power user)
premiere pro (power user)
sketch
abstract
a.e. expressions and scripting
bodymovin' (lottie)
autodesk maya
cinema 4d
unity (basic knowledge)
principle
xcode
wordpress

personal info

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