

# Matt Nikkila

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I am dedicated to empowering teams through collaboration and cross-functional efforts, creating adaptable processes that encourage agility and flexibility. My goal is to establish efficient, sometimes automated, frameworks to eliminate unnecessary tasks and support creative teams in producing exceptional designs, motion graphics, photography, and video projects, resonating deeply with audiences.

## Experience

### MANAGER OF POST PRODUCTION 2023-2024 CAMPING WORLD HOLDINGS | CHICAGO, IL

- Directed creative teams for high-quality lifestyle and dealership photo/video productions while fostering cross-functional collaboration to promote teamwork and uphold brand excellence.
- Streamlined processes and implemented advanced camera and creative technologies, optimizing post-production workflows and developing impactful motion graphics templates.
- Proficiently edited national commercials and promotions, created compelling storyboards and scripts, and generated engaging social media content to drive successful marketing campaigns.

### POST PRODUCTION SPECIALIST 2019-2023 PAYLOCITY | SCHAUMBURG, IL

- Developed award-winning E-Learning modules from concept to completion for B2B/B2C LMS systems.
- Mentored junior designers, optimizing workflows through cutting-edge design & technology.
- Provided expertise in brand identity, graphic design, directing, video editing, motion graphics, screenwriting, and podcast production.

### MOTION GRAPHICS DESIGNER 2014-2019 CHICAGO CREATIVE GROUP | CHICAGO, IL

- Delivered digital materials for B2B, B2C, and B2E, Omni Channel clients while coordinating and producing video shoots.
- Managed and produced corporate video productions to ensure high-quality outcomes.
- Executed animation, design, motion graphics, and video production/editing to enhance visual storytelling.

### CREATIVE DIRECTOR 2010-2024 FREELANCE | CHICAGO, IL

- Specialize in advanced 3D modeling, animation, and user-centric UX design, leveraging expertise in art direction and illustration.
- Execute high-quality multimedia content through expert video editing, photography, motion graphics, and sound mixing/recording.
- Develop engaging scripts, screenwriting, and audio/video podcasts while crafting and executing strategic social media marketing campaigns to drive brand awareness and engagement.

## Education

2013 | MASTERS IN FILM/ANIMATION  
DePaul University | Chicago, IL

2008 | BA ARTS TECH/DESIGN  
Illinois State University | Normal, IL

## Tools

3D | Blender, Cinema 4D, Maya  
AI | Firefly, ChatGPT, Grammarly, MidJourney  
Animation/VFX | After Effects, Motion, Rive  
Automation | Modeck, MOGRTS, Scripting  
Camera Systems | Canon, Red, Sony  
Color Correction | Premiere, Resolve  
DAM | Canto, LMS  
Design | Canva, Illustrator, InDesign  
E-Learning | Articulate, Bridge  
Illustration | Illustrator, Procreate  
Photo | Lightroom, Photoshop, Topaz  
PM | Asana, Basecamp, Monday, Salesforce  
Present | Boords, Frame.io, Pitch, Slides  
Video Editing | FCPX, Premiere, Resolve

## Skills

3D generalist, Animation, AR/VR  
Audio/Video Production, Art & Creative  
Direction, Ideation, Leadership, Matterport,  
Motion Graphics, Photography, Post  
Production, Project Management, Screen-  
writing, Social Media, Storyboarding, Brand  
Strategy, Voiceover

## Industries

Art, Design, Automotive, Broadcast  
Television, Construction, Consulting,  
Education, E-Learning, Film, Finance,  
Gaming, Healthcare, HR, Marketing,  
Outdoors, Politics, Print, Public  
Affairs, Retail, Radio, Technology.