



# Giovanni Zaccaria

**Animator • Designer • Illustrator**



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## About



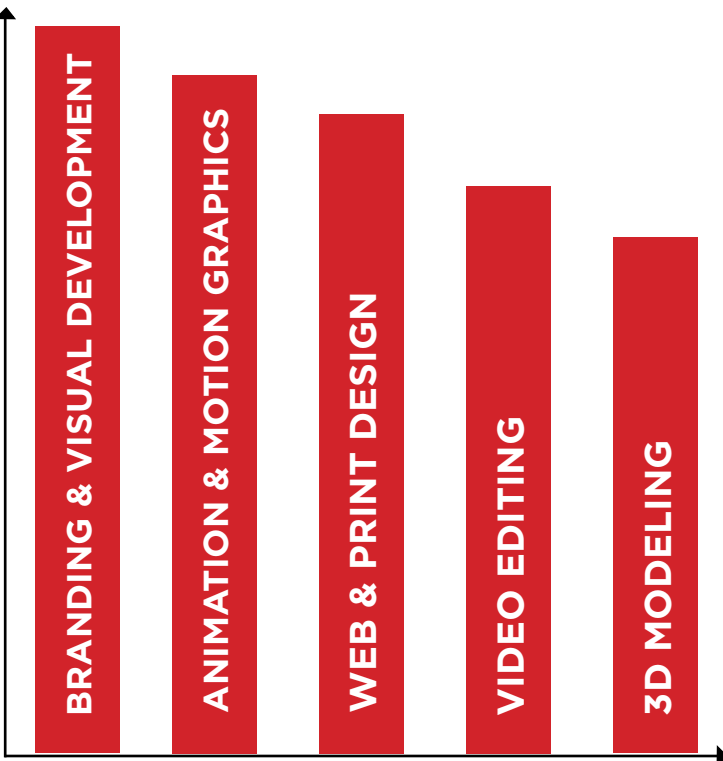
I am an Animation & Design professional based in the New York metro area who is passionate about visual story telling, striking typography, innovative art, and appealing design principles. I have had the privilege of creating content for the entertainment, video game, media, tech, and toy industries. With a myriad of skills and resources, I am adept at turning projects around in a timely and effective manner.



## Programs and Tools



## Skills



## Experience

### 2017-Present

**New York Racing Association - Senior Designer**  
[nyra.com](http://nyra.com)

Provide graphic design and animation for NYRA marketing and TV initiatives. Create social media posts, TV slates, email newsletters, banner ads, print materials, and signage. Also create commercials, marketing videos, and animated gifs. Involved in all steps of video production process, including art direction, animation, and editing.

### 2015-2017

**Aventura Technologies - Animator/Designer**  
[aventurasecurity.com](http://aventurasecurity.com)

Provided design support for marketing initiatives including company catalog, website, signage, product brochures, advertisements, social media, and presentations. Worked on videos for promotional and training purposes, including storyboard, animation, motion graphics, and video editing. Built 3D models and environments for animation, print, and product visualizations. Photographed and retouch images of products. Designed and developed several websites for individual product lines under the Aventura umbrella. Also provided art direction to management and directed temp/freelance workers on short term projects.

### 2014-2015

**Patch Media - Graphic Designer**  
[patch.com](http://patch.com)

Provided animation, motion graphics, and video editing for marketing videos. Graphic design for banner ads, mock ups, rich media, sales decks, social media, and presentations. Worked with advertisers of all sizes from local to national companies in the creation of advertising campaigns.

## Education

### 2002-2006

**Art Institute of Fort Lauderdale - B.A. in Media Arts & Animation**

Studied animation (2D/3D), motion graphics, 3-D modeling, graphic design, and directing.