Wesley Bernick

Staff Designer, Video & Multimedia | Creative Director | Motion Design Lead
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PROFESSIONAL SUMMARY

Clio and ADDY Award-winning Staff Designer and Creative Director with 15+ years of experience in video production, motion design, animation, and brand storytelling across digital, product, and marketing. Currently Staff Designer, Video & Multimedia at Northbeam, designing and editing event content, video, animation, and UI. Previously led motion identity and post-production at Ro across four product verticals. Trusted by global brands including Ro, McDonald's, Disney, Nike, Marvel, and Warner Bros. Discovery. Expert in AI-powered video, animation, and design workflows, including generative AI tools that cut production time by 30%. Skilled in art direction, design systems, cross-functional collaboration, and team leadership, with hands-on execution in Adobe Creative Cloud, Cinema 4D, Blender, and Figma.

SKILLS

Creative Leadership: Creative Direction, Art Direction, Brand Development, Brand Storytelling, Campaign Direction, Content Strategy, Team Leadership, In-House Team Management, Mentoring, Cross-Functional Collaboration, Stakeholder Management, Budgeting and Planning, Vendor Management

Design, Video & Motion: Motion Design, Motion Graphics, 2D Animation, 3D Animation, Video Editing, Video Production, Post-Production, Event Design, Event Video, UI Design, Visual Design, Design Systems, Storyboarding, Illustration, Visual Effects (VFX), Color Correction, Audio Mixing, Social Media Content, Product Marketing, Multi-Platform Delivery

AI Skills: Generative AI, AI Video Generation, AI Animation, AI Image Generation, AI-Assisted Video Editing and Post-Production, Prompt Engineering, AI Workflow Design and Automation, AI Tool Evaluation and Adoption, AI-Assisted Copywriting and Ideation, AI Assistants (LLMs) for Research and Daily Productivity, Runway, Midjourney, Weavy.ai

Software & Tools: Adobe Creative Cloud (After Effects, Premiere Pro, Photoshop, Illustrator), Cinema 4D, Blender, Figma, Frame.io

PROFESSIONAL EXPERIENCE

Staff Designer, Video & Multimedia

Northbeam | Remote | 2026 – Present

- Design and edit event content, including keynote visuals, event graphics, presentation design, and event video.
- Produce, edit, and animate marketing videos, product videos, and social media content across digital channels.
- Create 2D and 3D animation and motion graphics that explain product features and support brand campaigns.
- Design UI and product visuals, partnering with product and marketing teams to keep brand and design systems consistent.
- Use generative AI tools for video generation, animation, editing, and daily workflows to speed up production and expand creative options.

Lead Motion Designer

Ro | New York, NY | 2023 – 2026

- Led creative development of the company's motion identity and post-production across brand and product experiences.
- Defined the motion design language for all Ro verticals (SDF, Body, Derm, and Fertility) across marketing, product, and broadcast.
- Introduced AI-powered tools and workflows that reduced production time by 30% and expanded creative iteration.
- Partnered cross-functionally with product and marketing teams on product launches, advertising campaigns, user onboarding, and social media content.
- Mentored a team of video editors and animators, building a culture of experimentation, quality, and on-time delivery.

Freelance Creative Director

Self-Employed | Indiana | 2004 – Present

- Lead concept-to-execution campaigns for global brands in entertainment, sports, lifestyle, healthcare, and food and beverage.
- Directed branded content and activations for McDonald's, Nike, Marvel, Discovery Channel, and Disney.
- Led remote and in-house teams across live action, animation, and digital formats.
- Developed campaign ideation and content strategy aligned with brand voice and business objectives.
- Managed post-production pipelines, vendor coordination, and cross-team asset delivery.

Post Production Lead

Sprout Social | Chicago, IL | 2020 – 2023

- Owned the end-to-end video editing and motion graphics pipeline across marketing, brand, and internal communications.
- Directed editing and finishing of marketing campaigns, product demos, social content, and branded documentaries.
- Built scalable post-production workflows, naming conventions, and file systems for a growing content team.
- Designed and animated 2D and 3D motion graphics for brand messaging, product explainers, and social campaigns.
- Set standards for color correction, audio leveling, closed captioning, and compression; optimized deliverables for YouTube, LinkedIn, Instagram, and TikTok.

Digital Producer

Warner Bros. Discovery | Knoxville, TN | 2017 – 2020

- Led production of branded digital content, social campaigns, product animation, and multi-platform assets across entertainment, sports, and lifestyle.
- Managed the full lifecycle of digital video projects from concept through post-production for broadcast, social, and web, including launch campaigns, sizzle reels, promos, and branded integrations.
- Partnered with showrunners, editors, creative directors, and marketing teams to align creative assets with network goals.
- Optimized and versioned content for YouTube, Instagram, TikTok, OTT, and network-owned platforms.
- Coordinated talent teams, agencies, vendors, editors, motion designers, and sound teams through approvals, shoots, feedback rounds, and final delivery.

Lead Animator / VFX Artist

CareerBuilder | Chicago, IL | 2014 – 2017

- Owned the animation pipeline from storyboard to final delivery for brand campaigns, product marketing, and employer brand initiatives.
- Created 2D and 3D animation for brand videos, product explainers, internal communications, and social media.
- Designed and integrated visual effects into live-action and animated content, including particle simulations, screen replacements, and stylized transitions.
- Collaborated with creative directors, copywriters, and designers to storyboard, pitch, and iterate on concepts.

Senior Motion Graphics Artist

Dalton Agency | Jacksonville, FL | 2010 – 2014

- Led animation for integrated campaigns for national and regional clients across TV, digital, and social.
- Created motion graphics for broadcast commercials and branded video in healthcare, finance, automotive, and public service.
- Produced animated typography, iconography, character rigs, and infographics in After Effects, Cinema 4D, and Adobe Creative Cloud.
- Managed timelines and asset handoffs with internal and external teams on quick-turn production.

Video Director

Feld Entertainment | Bradenton, FL | 2008 – 2010

- Directed creative development and production of large-scale video content for touring shows including Disney On Ice, Disney Live, and Ringling Bros. and Barnum & Bailey Circus.
- Directed and produced animated and live-action segments for stage productions, including scenic projections, LED wall graphics, and pre-show content.
- Managed video shoots, post-production teams, and VFX artists on tight timelines for global rollout, meeting Disney brand standards.
- Produced broadcast promos, behind-the-scenes features, and digital assets for global campaigns.

EDUCATION

Bachelor of Fine Arts (BFA), Media Studies

Columbus College of Art & Design | Columbus, OH | 2004

AWARDS

- Clio Award (2026): “I’m on Ro” campaign with Serena Williams
- ADDY Awards: Best of Show and Silver

TRAINING

Torch Management Training | New York, NY | 2024

REFERENCES

Available upon request.