

DAVID TORRES

Art Director + Motion Designer

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PROFESSIONAL SUMMARY

Art Director and Senior Motion Designer with 10+ years of experience shaping visual concepts, motion, and branded content for leading entertainment, technology, and consumer brands. Combines art direction, visual design, animation, and storytelling to take ideas from concept through execution. Experience includes The Walt Disney Company, Coca-Cola, HP, ExxonMobil, and more.

PROFESSIONAL EXPERIENCE

FREELANCE

Art Director / Motion Designer
October 2012 – Present

Lead motion-driven creative projects combining art direction, visual design, animation, editing, and storytelling.

Collaborate directly with clients and stakeholders to translate objectives into cohesive visual concepts and finished content.

Manage projects independently from creative development and visual direction through production, revisions, and final delivery.

THE WALT DISNEY COMPANY

Senior Integrated Motion Editor
June 2023 – May 2026 • Celebration, FL

- Translated creative concepts and brand requirements into cohesive visual narratives while maintaining Disney's visual standards.
- Collaborated with creative, marketing, production, and cross-functional teams from concept and visual development through final delivery.
- Managed multiple concurrent projects while balancing creative quality, timelines, technical requirements, and production constraints.

DREW ESTATE CIGARS

Motion Designer / Art Direction
October 2018 – August 2021

- Directed and developed visual content from concept through final delivery, combining art direction, design, motion, video, and storytelling.

DREW ESTATE CIGARS (*cont.*)

Motion Designer / Art Direction
October 2018 – August 2021

- Translated business objectives and brand messaging into cohesive visual concepts and engaging branded content.
- Conceptualized, scripted, and produced a recurring branded video series connecting cigars and spirits through storytelling and visual content.
- Managed client relationships, project timelines, creative development, revisions, and final deliverables independently.

ADCETERA

Motion Designer
October 2016 – August 2017

- Created B2B marketing animations and explainer videos that transformed complex technology concepts into clear visual narratives.
- Collaborated with creative leads and clients to develop concepts, visual direction, messaging, and motion solutions.
- Developed reusable graphic templates that improved visual consistency and streamlined production across recurring content.

SOFTWAY

Motion Designer
February 2016 – August 2016

- Served as a creative liaison to Fortune 500 clients, translating business objectives and complex ideas into motion graphics and video.
- Collaborated with creative leads to develop visual direction, messaging, and storytelling approaches.
- Delivered polished, on-brand creative while balancing client needs, project requirements, and deadlines.

VALLEY FORGE FABRICS

Motion Designer
September 2013 – September 2015

- Conceptualized, designed, animated, and edited multimedia content combining motion graphics, live action, animation, and visual effects.
- Translated messaging and creative direction into visual content aligned with brand standards and business objectives.
- Managed production requirements, deadlines, and budgets while maintaining creative quality and consistency.

MTV LATIN AMERICA

*Creative Department Intern
June 2012 – September 2012*

- Designed stylized lower thirds and promotional graphics for television programming.
- Supported on-air and off-air promotional materials including tune-ins, packaging, image spots, and print design.
- Worked within established visual systems and brand requirements across multiple promotional assets.

SELECTED BRANDS

The Walt Disney Company · Coca-Cola · HP · ExxonMobil · Miami HEAT · Sysco · Snapchat · Univision · Drew Estate Cigars · Loomis

SOFTWARE

After Effects · Premiere Pro · Photoshop · Illustrator · Cinema 4D · Figma · Rive

EDUCATION

Bachelor of Fine Arts in Computer Animation
Miami International University of Art and Design