

William Useman

**Motion Designer
& Video Editor**

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education

Lousiana Tech University

BFA Graphic Design
Ruston, LA | 2016 -2020

University of Washington

Liberal Arts
Seattle, WA | 2013-2015

skills

After Effects
Premiere Pro
Photoshop
Illustrator
InDesign
Logic Pro X
Midjourney

awards

L.A. Tech School of Design

Directors Achievement Award
Ruston, LA | 2017

L.A. Tech Talent Show

1st Place on Drums
Ruston, LA | 2017

work experience

AEG Worldwide | Motion Designer

Los Angeles, CA | April 2022-Present

Creates motion graphics and video content tailored for creative social media campaigns, amplifying audience engagement and brand visibility. Collaborates closely with marketing teams to craft visually compelling assets that align with company's promotional strategies for world-class music festivals, tours and venues.

VaynerMedia | Creator

New York, NY | October 2020-April 2022

Content creator for social media campagins, utilizing motion design and video skills to elevate brand storytelling. Brands working with include Comcast, General Electric, O-I Glass, American Eagle, and more. Partnered with cross-functional teams to ensure cohesive campaign execution, driving audience engagement and reinforcing brand identity across digital platforms.

Warner Music Group | Freelance Motion Designer

Santa Monica, CA | Summer 2019

Produced visually engaging lyric videos utlizing motion graphics and kinectic typography for Warner Music Group artist, Wale. Delivered creative assets that aligned with his musical themes and captivated his audience across digital platforms.

about me

I'm a creative Video Editor and Motion Designer with 3+ years of experience crafting visuals that inspire and engage. I love collaborating with teams to bring ideas to life through video and design. I'm comfortable juggling multiple projects in fast-paced environments and enjoy creating work that makes events and campaigns memorable. I enjoy playing drums in my spare time!