











CALE POTTS

MUSIC VIDEOS • TOUR VISUALS • ALBUM ARTWORK

INFO

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CONNECT

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EDUCATION

**B.S. Graphic Design and
B.S. Multimedia Journalism**; 3.4 GPA
Oklahoma State University
May, 2016

SKILLS

- Animation
- Post Production
- Adobe Creative Suite
- Trapcode Suite
- Ableton Live
- Keynote/Powerpoint
- Illustration
- Typography
- Storyboarding
- Motion Graphics
- Video Editing
- Graphic Design
- Sound Design/Production
- Film/Photography

EXPERIENCE

Freelance Motion Graphics and Graphic Designer

2019 – Present

Cale Potts Design – Dallas, TX

- Create music videos and album artwork for many big-name bands and DJs.
- Work with multiple clients simultaneously in various areas of design.

I have been fortunate to work with bands and DJs with millions of followers on Spotify and help launch them forward visually through lyric videos, Instagram promotions, tour visuals and more. I am well-rounded in the post-production process and composite live footage for many different companies and artists.

Senior Motion Graphics Designer

2017 – 2019

MarketScale – Dallas, TX

- Created motion graphics videos for many clients, including Samsung & Segway.
- Hired and managed a team of designers to assist with videos and designs.

Most of our clients were B2B and often had technical content they wanted to explain. It was my job to innovate unique delivery styles and visually engaging content. In addition to creating animated explainer videos, I would also help with compositing footage, video editing, sound design, branding, and graphics.

Motion Graphics Designer

2016 – 2017

EPE Innovations – Dallas, TX

- Created explainer videos for one of the big four accounting firms, PwC.
- Worked on multiple teams to create and publish web and print designs.

At EPE, I learned to use many plugins, including Element 3D and the Trapcode Suite to create technical designs for a corporate audience. Along with animating, it was my job to help with UI design and coding web pages using Sketch and WordPress. I was also in charge of creating in-house videos.

WORKED WITH

Samsung / Segway / Chicos / Spin Scooters / Peavey / Dallas Stars / MoneyGram / Main Event / Shaquille O'Neal / Guy Fieri / Kid Cudi / Jonas Blue / Chelsea Cutler / Elderbrook / Quinn XCII / Aloe Blacc / Jeremy Zucker / Gorgon City / Rūfūs Du Sol / Sonny Fodera / Cedric Gervais / Whethan / Carnage / Borgeous / Ayokay / Christian French / Tchami / Paul Woolford / Hayden James / Lost Kings / Danny Avila / Flux Pavilion / Trey Kennedy / Big Gigantic / Ookay / The Oh Hellos / Dombresky / Party Pupils / Gramatik / Keys N Krates / Citizen Cope /