

Patrick Lavin

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CAREER PROFILE

Dynamic, results-focused creative leader with 9+ years' experience bridging the gap between project management, compelling design, and influential content development to deliver cutting-edge multimedia solutions. Build and align talented design teams in a cohesive creative vision to deliver innovative visual storytelling that positions brands for engagement and growth. Influential relationship builder and trusted advisor who champions a culture of quality and continuous improvement.

KEY SKILLS & STRENGTHS

Design:	After Effects, Figma, Premiere, Photoshop, Illustrator, InDesign, Final Cut, C4D
CRM/Automation/Marketing:	Salesforce, InsideSales, Zapier, Constant Contact, Poppulo, Zoom, Mailchimp, Pardot, Unbounce
Web Design:	WordPress, Joomla, SharePoint, HTML, CSS
Professional:	Staff Management & Team Development, Creative Vision, Campaign Design, Video & Photography Production, Strategy Planning & Execution, Cross-functional Collaboration, Client & Stakeholder Engagement, Project Management, Detail & Deadline-oriented, eLearning Course Development

CAREER HISTORY

Senior Digital & Multimedia Designer Jul. 2021 – Present EXP – Chicago

- Spearhead both day-to-day and strategic creative operations, promoting a culture of quality and continuous improvement to drive brand engagement and elevate materials to support business development
- End-to-end managed a ground-breaking and award-winning recruitment video series (SMPS, CPRS) to attract top talent to meet the organization's staffing requirements:
 - Consulted leadership to source and distil a list of high-potential candidates who encapsulated EXP's entrepreneurial spirit
 - Served as the director of photography, overseeing all aspects of planning, storyboarding, blocking, and shooting, while advising on the use of equipment to establish the look and feel of shots
 - Bridged the gap between cross-functional teams, while overseeing a team comprising 1-2 communications specialists to achieve streamlined implementation (including day-of-coordination)
 - Translated raw footage into high-impact assets as the sole editor, and advised on communications best practices to serialize the video content – securing 26K+ views
- Saved the firm \$10K+ in UX and web development costs in fiscal 2023.
- Oversaw adoption and rollout of Figma to entire marketing team.
- Realized a 100% YoY increase in subsequent recruitment video views by launching a targeted campaign in which videos were released bi-monthly and embedded into high traffic areas of the site
- Realized a 326% YoY increase in total views across both social media channels/LinkedIn and the company website by conceptualizing and directing high-impact narrative videos
- Executed all creative functions underpinning a 12+ hour Indigenous Peoples' eLearning course video, including branding, webinar facilitation, PowerPoint branding, and materials to support implementation on Digital Chalk
- Partner with senior stakeholders to optimize project proposals to close multiple 5MM+ large-scale design and engineering projects – personally packaging architecture renders and flythroughs with high-level EXP brand videos and key differentiators
- Retarget Indeed, Glassdoor, and LinkedIn recruiting pages with influential video content to consistently garner 250K+ annual impressions
- Continuously evolve internal video branding standards, templates, and assets to achieve a unified look and feel companywide, ensuring changing audience expectations are consistently met

- Collaborate with copywriters and executives to develop storyboard concepts to achieve cohesion between visual and verbal concepts
- Provide subject matter expertise on video best practices to elevate the knowledge and capabilities of internal employees to improve the quality of video assets
- Coordinate with translators to caption recorded Town Halls for French speakers

Digital & Multimedia Designer

May 2018 – Jul. 2021

EXP – Chicago

- Defined EXPs brand identity, before embedding it consistently across video and multimedia content to craft engaging brand stories
- Orchestrated a video library migration to Vimeo to enable improved analytics tracking and the development of calls to action to enhance traffic flows towards the website and Oracle recruitment site (70% AVD)
- Created all graphic assets for a company intranet used by 3,500+ employees
- Led a collaboration with developers to transform the dated SharePoint site to correspond with updated branding standards, before cleaning up UI pathways and removing redundant content
- Developed visually engaging banners and on-brand graphics for distribution across social media accounts (regionally targeted based on content and dialect)
- Designed, launched, and tracked a photography campaign to acquire unified headshots for 480+ employees across 90+ offices
- Created the design and layout of multimedia event installations, environmental graphics, publications, and printed employee literature – routinely working with unorthodox screen sizes while adhering to unique branding to achieve cohesion within the space
- Pitched moodboards to stakeholders to gain buy-in for space takeovers

Creative Team Lead

Sep. 2017 – May 2018

SDIRA Wealth – Chicago

- Drove meaningful brand engagement and awareness by optimizing the organization’s website and SEO presence:
 - Executed a major website rebrand to achieve a contemporary, on-brand aesthetic and streamlined user journey, elevating engagement
 - Launched a new Google Analytics account to pivot towards data-driven decision-making
- Created, launched, and tracked webhooks, integration, and pipeline flow to ensure leads flowed seamlessly from page forms/landing pages before being equally divided amongst the sales team
- Maintained impeccable quality standards across all web and print materials by building out brand guidelines
- Defined and embedded the aesthetic style and feel of SDIRA Wealth consistently across all outbound marketing efforts
- Managed video post-production and motion graphics processes to translate raw footage into compelling, on-brand assets for distribution across social media channels and the website to generate engagement with future webinars
- Coordinated and post-edited webinars in collaboration with leading industry talent to educate prospective clients on products

Marketing Assistant

Sep. 2014 – Sep. 2017

SDIRA Wealth – Chicago

- Crafted motion graphics and animations to elevate videos and drive both traffic and engagement
- Reviewed raw video footage before leveraging contemporary software to convert it into publishable marketing assets
- Consulted clients to capture their vision for prospectus portfolios, before delivering quality products to meet them

INTERNSHIPS

Motion Graphics Intern

Feb. 2014 – Jun. 2014

The Onion – Chicago

Junior Artist Intern

Nov. 2013 – Dec. 2013

Structure Studios – Las Vegas

VFX Intern

Jun. 2013 – Aug. 2013

Protokulture – Chicago

GROUPS

Chicago Motion Artist Group (CMAG)

DePaul University

EDUCATION

B.S. in Computer Animation (Magna Cum Laude)

DePaul University

HONORS & AWARDS

- **2021 CPRS Silver Award – Multimedia Campaign**
- **2021 SMPS People’s Choice Award – My EXPerience Video Series**
- **2020 SMPS Marketing Communications People’s Choice Award - External Newsletter/Publication-Digital**
- **2019 SMPS Marketing Communications Award of Excellence – External Newsletter/Publication-Digital**
- **2019 Hermes Gold Award – Integrated Marketing**
- **2019 Hermes Honorable Mention – Photography**
- **2015 Chicago Innovations Award – People’s Choice Award | Private Sector**