STEVE ARBIZO

MOTION & GRAPHIC DESIGNER | CREATIVE TECHNOLOGIST

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PROFESSIONAL SUMMARY

Motion and graphic designer and creative technologist who transforms complex ideas into clear, engaging visual experiences, specializing in creative adaptation and versioning: rebuilding approved campaign creative for every size, format, and channel it runs in, from HTML5 advertising and social content to large-format stadium and arena displays. By combining art direction, animation, front-end development, and AI-enhanced workflows, I design, animate, build, and code, reducing handoffs from approved creative through final delivery. I'm known for dependable cross-functional collaboration, attention to detail, and practical problem-solving.

CORE SKILLS

CREATIVE: Art direction, adaptation and versioning, motion design, graphic design, visual storytelling, storyboarding, typography, layout, image editing

PRODUCTION: Adobe After Effects, Photoshop, Illustrator, InDesign, Premiere Pro, Google Web Designer, digital and social content

DEVELOPMENT: After Effects Expressions, HTML5, CSS, JavaScript, GSAP, HTML email, VS Code

AI WORKFLOWS: Generative AI, prompt engineering, AI-assisted coding, creative research, ideation, production, and API integrations (Claude, ChatGPT, Gemini, Perplexity)

PROFESSIONAL EXPERIENCE

Independent Professional Development | Motion Designer & Creative Technologist Mar 2023 – Present

Los Angeles, CA

- Pursuing an intentional professional-development sabbatical focused on motion design, generative AI, front-end development, and modern creative workflows.
- Earned Adobe Certified Professional credentials in After Effects, Photoshop, Illustrator, InDesign, and Premiere Pro while completing advanced motion-design training.
- Built portfolio projects combining motion graphics, visual storytelling, illustration, front-end development, and AI-enhanced production methods.
- Developed practical skills in prompt engineering, AI-assisted coding, AI agents, and responsible evaluation of emerging creative technology.

RED INTERACTIVE → 160OVER90 (ENDEAVOR) Mar 2000 – Mar 2023

Los Angeles & Santa Monica, CA

RED Interactive was acquired by Endeavor and merged into 160over90 in 2019.

Clients: NBC, ESPN, Netflix, Disney, Hulu, Bud Light, Visa, T-Mobile, Lightlife, Green Mountain Energy

Senior Creative Production Specialist Sep 2019 – Mar 2023

- Adapted and versioned approved campaign creative into HTML5 display, social, and large-format stadium and arena placements, keeping brand consistency across every size and format.
- Built dynamic and standard HTML5 ad sets from master creative using HTML, CSS, JavaScript, GSAP, React/Preact, and Google Web Designer.
- Tailored T-Mobile campaign creative for stadium and arena LED ribbon boards and other large-format displays, reworking layout, typography, and motion for each.
- Produced motion comps and versioned rich-media units, including display ads, site takeovers, skins, and interstitials.
- Developed HTML email campaigns, including Visa partner newsletters, and ran cross-client QA with Litmus and Email on Acid.
- Partnered with designers, producers, and developers from approved creative through final delivery.

Art Director & Senior Ad Developer Jan 2007 – Sep 2019

- Provided art direction and visual design for digital advertising campaigns, then led adaptation of approved creative across display sizes, formats, and placements.
- Versioned approved campaign creative into dynamic and standard HTML5 ad sets using HTML, CSS, JavaScript, and GSAP, integrating imagery, video, animation, and copy.
- Created layouts, motion comps, and interactive units for display ads, site takeovers, skins, and interstitials, adapting each to its placement specs.
- Owned campaigns end to end, from design and art direction through revisions and animation to HTML5 builds in code or ad-building platforms, solving file-size limits, small-size legibility, and cross-browser rendering.
- Collaborated with designers, producers, developers, technologists, and marketing partners from approved creative through final delivery.

Senior Interactive Designer Mar 2000 – Jan 2007

- Designed and developed interactive websites and digital experiences in Flash, applying typography, layout, animation, interaction design, and UX principles.
- Created and adapted rich-media advertising, including banners, expandable units, floaters, interstitials, takeovers, video experiences, and multi-panel campaigns.
- Led projects and supported other designers as digital advertising evolved from Flash toward more sophisticated interactive campaigns.

Moviola | Senior Designer Jan 1997 – Mar 2000

Los Angeles, CA

- Maintained the company website and designed promotional sections supporting products and services.
- Created print materials using layout, typography, photography, image preparation, and production-ready artwork.

EDUCATION & SELECTED CREDENTIALS

UCLA | Bachelor of Arts; studies in illustration, painting, photography, and design

ADOBE CERTIFIED PROFESSIONAL | After Effects, Photoshop, Illustrator, InDesign, and Premiere Pro

SCHOOL OF MOTION | Animation Bootcamp, Design Bootcamp, Advanced Motion Methods, Illustration for Motion, Expression Session, and 2D character animation

O'REILLY MEDIA | Generative AI, prompt engineering, AI-assisted coding, and AI-agent workflows