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HELLO

In 2022, I was hired as the sole motion designer in the Capital One Brand department, tasked with creating the Enterprise Brand Standards for motion design - a first for the company. This spring semester 2025, I'll be starting my ninth year teaching After Effects at the VCU Brandcenter. I'm also a wellness advocate, founding a festival to provide a platform for the incredible wellness talent in Richmond, VA. I have 15+ years experience with motion design and 3D animation, currently using Cinema 4D, Redshift and the Adobe CC Suite.

PROFESSIONAL BACKGROUND

CINEMA 4D	10+ YR	LINKEDIN:
PHOTOSHOP	10+ YR	LINKEDIN.COM/IN/RICKPLAUTZ
AFTER EFFECTS	10+ YR	TUTORIAL CHANNEL:
ILLUSTRATOR	9 YR	YOUTUBE.COM/@MOTIONTEACHING
PREMIERE	6 YR	INSTAGRAM:
AUDITION	4 YR	@THEBELL.GARDEN
REDSHIFT RENDER	3 YR	@RVA.RESTFEST

EDUCATION

VCU BRANDCENTER - MS, BUSINESS: ART DIRECTION

AUGUST 2012 - MAY 2014, RICHMOND, VA

The Brandcenter is an industry-leading advertising and creative problem-solving school. Skills learned included: creative conceiving, campaign development, real-world client assignments, group presentations, design thinking, multimedia communication, and personal branding.

FUN FACT

In December 2021 I started a sound bath wellness company called 'The Bell Garden', performing a mix of music, quartz crystal bowls, and vocal toning in yoga studios, venues, and retirement homes. www.thebell.garden

EXPERIENCE

CAPITAL ONE - SR. ASSOCIATE, MOTION DESIGNER

FEBRUARY 2022 - PRESENT

As the the sole motion designer in Capital One's Brand department, I've been tasked with writing the motion design standards for the new Enterprise Brand Design system. This system is part of a company-wide 'Brand Refresh' to update Capital One's public-facing image. As the SME on the motion design portion, I illustrated the principles of motion design and distilled down the most essential aspects of how the brand moves - from display ads, the app, social media, to Cafe screens and beyond. These standards are a company-first; a culmination of my 15+ years experience using and teaching After Effects and have been the highlight of my career so far.

RVA REST FEST - FOUNDER / ORGANIZER

MARCH 2024 - PRESENT

I founded and organized a wellness festival retreat called Rest Fest to create a platform highlighting the incredible wellness talent available in Richmond, VA. The festival retreat model includes presentations on holistic health, group classes in yoga, breathwork, and meditation, with live local music throughout the day. It's also proudly alcohol-free, giving a welcoming space for the sober and sober-curious. The second annual Rest Fest takes place on April 26-27, 2025. www.rvarestfest.com

VCU BRANDCENTER - ADJUNCT PROFESSOR

AUGUST 2016 - PRESENT

From 2016 - 2020, I developed a class teaching Cinema 4D to Experience Design students, helping them learn 3D skills to execute on their imagination. From 2020 to the present, I've been teaching Art Direction students the essential aspects of After Effects for the same purpose. This skill has become highly valued in the advertising industry as Art Directors have become more versatile with this deeply technical skill. They were empowered through a project-based class, getting their hands dirty doing the hard, frustrating work of learning After Effects.

METRO PRODUCTIONS - SENIOR MOTION DESIGNER / ART DIRECTOR

APRIL 2019 - JULY 2021, VA

As an art director I worked with clients to develop a clear message for their project and provide visual directions based on their feedback. As a motion designer I employed 2D or 3D animation techniques based on what's needed to tell the client's story, either in 3D environments, full-screen animation or graphical video overlays. As Senior Motion Designer, I worked with business development associates to craft accurate budgets and timelines for clients' story needs, as well as craft the visual identity of the company.