

WESLEY BERNICK

Creative Director | Animator | Illustrator

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SUMMARY

Wes Bernick is a multidisciplinary creative with over 2 decades of experience bringing stories to life through motion, design, and animation. His career spans from creative direction to hands-on animation across iconic brands including McDonald's, Marvel, Nike, Upper Deck, and Feld Entertainment. Wes has led creative for campaigns, character-driven content, product launches, live entertainment, and collectible IPs — always balancing narrative clarity with visual impact. Known for his ability to move between high-level creative strategy and meticulous execution, Wes builds work that's bold, smart, and emotionally grounded. Whether directing a team or animating a frame himself, he's passionate about crafting motion that makes brands feel more alive — and more human.

EDUCATION

Bachelor's Degree
BFA, Media Studies
Columbus College of Art & Design
2001 – 2004

SKILLS

Professional

People Management
Brand Development
Content Development
Planning & Organization
Content Creation
Team Leadership
Budgeting and Planning
Planning Strategically
Design
Illustration
Animation

WORK EXPERIENCE

Lead Motion Designer

Ro.Co, New York *2023 – Present*

At Ro.Co, I'm responsible for crafting and overseeing the motion identity across all digital and brand touchpoint. I work closely with creative directors, brand designers, product teams, and engineers to design motion that enhances, strengthens brand presence, and improves user experience.

- Define the motion language for all Ro verticals (SDF, Body, Derm, & Fertility) across marketing, product, and broadcast.
- Leading end-to-end animation production from storyboarding and connecting to 2D & 3D animation, compositing, and finishing.
- Collaborating cross-functionally with product and marketing teams to integrate motion thoughtfully into product launches, advertising campaigns, user onboarding, and social media content.
- Manage a team of video editors and animators as well as outside vendors.

Freelance Creative Director

Freelance, Indiana *2004 – Present*

As a freelance creative director, I lead concept-to-execution campaigns, activations, and content for globally recognized brands across entertainment, sports, food & beverage, healthcare, and lifestyle. Clients include: McDonald's, Upper Deck, Nike, Feld Entertainment, Marvel, Discovery Channel and more.

- Partnered directly with brand, marketing, and production teams to develop campaign ideas, content strategies and brand storytelling that resonate with global audiences and align with core brand values.
- Directed teams of designers, writers, animators, and editors across formats including broadcast, digital, and social.
- Oversaw shoots, post-production pipelines, animation workflows, and vendor collaboration. Ensured quality, consistency, and efficiency - from early design to final delivery across multiple channels.

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SKILLS

Technical

Adobe Suite
Cinema 4D
Blender
Figma
Airtable
Asana
Frame io

ACHIEVEMENT

Training

Torch Management Training
2024 - NY

REFERENCES

Michael Hancock

Senior Editor
Ro.Co
904-755-8469
mhancockeditor@gmail.com

Katie O'Keefe

Senior Creative Director
Grow Therapy
908-917-8468

Ilja Nowodworski

CEO
Two West
941-224-9058

WORK EXPERIENCE CONTINUED

Post Production Lead

Sprout Social, Inc., Chicago

2020 – 2023

As Post Production Lead, I was responsible for overseeing the end-to-end video editing and motion graphics pipeline across marketing, brand, and internal communications. I led the creative and technical execution of post-production assets that supported product education, thought leadership, and brand storytelling.

- Directed the editing and finishing of marketing campaigns, product demos, social content, and branded docs - ensuring clarity, pace, and narrative strength across all content.
- Built scalable post-production workflows, naming conventions, and file systems to support a growing content team.
- Designed and animated 2D & 3D motion graphics to support brand messaging, product explainers, and social media campaigns.
- Maintained standards for color correction, audio leveling, closed captioning, and compression across all deliverables. Supported platform-specific optimization for YouTube, LinkedIn, Instagram, TikTok, and internal use.

Digital Producer

Warner Bros. Discovery, Knoxville

2017 – 2020

As a Digital Producer, I led the production and branded digital content, social campaigns, product animation and multi-platform assets across entertainment, sports, and lifestyle verticals.

- Managed the full lifecycle of digital video projects - from concept through post - for broadcast, social, and web. Worked across teams to deliver lacuna campaigns, sizzle reels, promos, and branded integrations.
 - Partnered with show runners, editors, creative directors, and marketing teams to align creative assets with network goals and platform requirements.
 - Oversaw content optimization for YouTube, Instagram, TikTok, and network-owned platforms. Ensured versioning met specs across digital and OTT delivery.
 - Interfaced with talent teams, agencies, and external vendors to secure approvals, schedule shoots, and manage brand partnerships.
 - Coordinated editors, motion designers, and sound teams to manage deliverables, feedback rounds, and final handoffs.
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WORK EXPERIENCE CONTINUED

Lead Animation/VFX Artist

CareerBuilder, Chicago

2014 – 2017

As Lead Animator and VFX Artist, I was responsible for connecting, animating, and delivering high-quality motion content to support brand campaigns, product marketing, and employer brand initiatives. I owned the animation pipeline from storyboard to final delivery, blending 2D animation with visual effects to elevate the storytelling across channels.

- Created engaging 2D and 3D animation for brand videos, product explainers, internal communications, and social media. Delivered dynamic visuals that simplified complex ideas and supported CareerBuilder's tone and voice.
- Designed and integrated visual effects into live-action and animated content, including particle simulations, screen replacements, and stylized transitions for campaign and promotional assets.
- Collaborated with creative directors, copywriters, and designers to storyboard, pitch, and iterate on concepts that brought CareerBuilder's mission and tools to life in fresh, compelling ways.

Senior Motion Graphics Artist

Dalton Agency, Jacksonville

2010 – 2014

At the Dalton Agency, I lead animation efforts across integrated campaigns for national and regional clients. I developed high-impact motion content for TV, digital, and social platforms - helping brands communicate with clarity, energy, and style.

- Created motion graphics for broadcast commercials, social content, and branded videos across industries including healthcare, finance, automotive, and public service.
- Produced animated type, iconography, character rigs, and infographics using After Effects, Cinema 4D, and the rest of the Adobe Suite.
- Helped manage timelines and asset handoffs with internal and external teams. Frequently supported quick-turn production while maintaining high creative standards.

Video Director

Feld Entertainment, Bradenton

2008 – 2010

As Video Director, I led the creative development and production of large-scale video content for globally touring shows including *Disney on Ice*, *Disney Live*, *Ringling Bros. And Barnum & Bailey Circus*. I was responsible for directing and producing cinematic, theatrical, and marketing-driven video assets that supported show narratives, enhanced live performance, and expanded brand reach.

- Directed and produced animated and live-action video segments integrated into stage productions - from scenic projections and LED wall graphics to pre-show openers and in-show storytelling content.
 - Managed video shoots, post-production teams, and VFX artists to deliver content on tight timelines for global rollout. Ensured assets aligned with Disney brand standards and Feld's production needs.
 - Produced broadcast promos, behind-the-scenes features, and digital assets for global campaigns.
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