

wil gilmore

animator & multimedia designer

Relevant Experience

Senior 2D/3D Designer

APPLOVIN | NOV 2024 - JAN 2025

- Co-managed a team of contractors while independently producing video and playable ads
- Explored new design tools and created best practices for the team

2D/3D Designer

APPLOVIN | DEC 2022 - NOV 2024

- Used data to develop top-performing ad creative
- Oversaw creative for multiple game titles
- Worked with vendors to build ads from script to final product

Junior 2D Designer

APPLOVIN | SEP 2021 - DEC 2022

- Concepted and created video and playable ads

Animator/Developer

MLINK TECHNOLOGIES | 2020 - 2021

- Designed interactive layouts, created animated videos, and built e-learning courses

Graphic Design Intern

CASA JEFFERSON | SUMMER 2016

- Responsible for web design, logo design, social media branding, and publication layouts

Education

BA in Arts and Technology

THE UNIVERSITY OF TEXAS
AT DALLAS | 2014 - 2018

Skills

Top Skills

- 2D and 3D animation
- Motion graphics
- Video editing
- Graphic Design
- Interactive Design
- Vendor management

Software Knowledge

- Maya
- Unreal Engine
- Spine
- After Effects
- Photoshop
- Illustrator
- InDesign
- AI tools (Runway, Midjourney, etc.)