

wil gilmore

digital designer & motion graphics artist

Relevant Experience

Senior 2D/3D Designer

APPLOVIN | NOV 2024 - JAN 2025

- Co-managed a team of contractors while independently producing video and interactive ads
- Managed ad production from storyboard and concept to final animation and post-production
- Integrated new design tools, particularly generative AI, and developed best practices and workflows

2D/3D Designer

APPLOVIN | DEC 2022 - NOV 2024

- Created high-conversion animated and interactive ads by integrating data insights from A/B testing
- Oversaw creative for multiple game titles
- Optimized final outputs for a variety of formats (mobile, CTV, social)
- Partnered with top gaming, fintech, and e-commerce client teams to ensure brand identity consistency

Junior 2D Designer

APPLOVIN | SEP 2021 - DEC 2022

- Concepted and created static, video, and playable ads for mobile titles across genres

Animator/Developer

MLINK TECHNOLOGIES | 2020 - 2021

- Produced animated instructional videos and interactive e-learning layouts using UI/UX principles
- Collaborated with instructional designers to create engaging, easy-to-navigate learning content

Skills

Top Skills

- 2D and 3D animation
- Motion graphics
- Video editing
- Graphic design
- Interactive design
- Illustration
- Project management

Software Knowledge

- Adobe Suite: After Effects, Premiere, Photoshop, Illustrator, InDesign, Audition
- Other creative software: Maya, Spine, WordPress
- AI tools: Midjourney, Runway, Firefly
- Productivity: Asana, Google Workspace


Education

BA in Arts and Technology

THE UNIVERSITY OF TEXAS
AT DALLAS | 2014 - 2018

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 wilgilmore.com

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