

COLIN LANTZ

(210) 412-1619 | colinrlantz@gmail.com | Austin, Texas

PROFESSIONAL SUMMARY

Creative and strategic graphic designer with expertise in blending technology and design to deliver impactful business results. Proven track record in managing complex design projects, increasing brand consistency, and driving measurable revenue growth. Eager to leverage leadership skills and design thinking in a dynamic, growth-oriented environment.

EDUCATION

TEXAS A&M UNIVERSITY | College Station, Texas

M.F.A. in Visualization, Graduated as Distinguished Student in Visualization Fall 2022

Bachelor of Science in Visualization, Enrolled 2017 and Graduated Summer 2020

RELEVANT EXPERIENCE

GRAPHIC DESIGNER | TCW DIGITAL | VIRTUAL | SPRING 2023-PRESENT

- Led design strategy for 1,000+ multimedia graphic assets across digital platforms, contributing to a \$500,000 revenue increase through strategic brand alignment.
- Managed design projects concurrently, utilizing project management tools to track progress, prioritize tasks, and meet tight deadlines consistently.
- Played a key role in developing and maintaining brand identities for multiple clients, ensuring consistency and alignment with marketing objectives.
- Led client relationships and cross-functional teams, optimizing A/B testing methods to achieve a 20% improvement in key metrics (click-through rates).
- Consistently completed projects ahead of schedule, ensuring timely delivery of design assets for marketing campaigns.

PRODUCTION ASSISTANT | FNJ HUMMINGBIRD | LOS ANGELES, CALIFORNIA | SPRING 2023

- Responsible for the management of logistical elements of production.
- Facilitated attention to schedule for 200+ cast and crew to keep the production on time.
- Entrusted with secure and timely transportation of professional production equipment and technology.

CONTRACT ARTIST | SYNAPSE VIRTUAL PRODUCTION | VIRTUAL | WINTER 2022

- Successfully completed a high-visibility art project for a commercial client, creating 250+ images.
- Responded to creative direction and collaborated with clients to understand project requirements and conceptualize innovative solutions.
- Participated in team brainstorming sessions and contributed ideas to help drive project success and improve processes.
- Managed time effectively to meet tight deadlines while maintaining high quality standards.

ART DIRECTOR INTERN | CENTRAL COLLEGE MINISTRY | COLLEGE STATION, TEXAS | SPING-FALL 2022

- Led a comprehensive visual rebrand to establish a separate brand identity for a component of the organization.
- Responsible for the ideation and conceptualization of 20+ of visual designs sketching, and prototyping across various raster and vector based programs
- Facilitated 10+ of stakeholder feedback sessions for 10+ leaders to gather input and approval on branding and stage redesign.
- Conducted competitor analysis and research on design trends, to increase rebranding value and ensure industry best practices.

INSTRUCTOR OF RECORD AT TEXAS A&M | VIST 283 MAYA 1 | COLLEGE STATION, TEXAS | SPRING 2022

- Selected to teach an undergraduate course on the fundamentals of Autodesk Maya and integrate real world knowledge into the virtual platform within the College of Architecture.
- Wrote and facilitated 28+ hours of course material including lesson plans, supplementary materials, and assessments to align with course goals and objectives and account for diversity of learning needs.
- Took extra care to make sure that the coursework was inclusive, respectful, and representative of various cultures and people.
- Assessed student performance through 4 assessments and 6 projects, providing individualized feedback for 30+ students.
- Collaborated with professors from the School of Architecture to integrate diverse and best practice technology into the curriculum.
- Mentored and advised students on academic and career-related matters.
- Evaluated and incorporated student feedback to continuously improve course content and delivery.

GRADUATE ASSISTANT TEACHER AT TEXAS A&M | COLLEGE STATION, TEXAS | SUMMER 2021 - WINTER 2022

- Successfully assisted in the planning and implementation of 3 semesters of lesson plans and instructional materials, promoting student engagement and academic success.
- Collaborated with 5+ professors to develop and execute instructional strategies and provide individualized support to students.
- Assisted in the assessment and evaluation of 150+ students, including providing constructive feedback and grading projects.
- Led 35+ critiques in a studio-based environment to provide, gather and consolidate feedback from peers and professors.

ADDITIONAL SKILLS

Problem Solving, Team Collaboration, Strategic Thinking, Client Relations, Project Leadership, Attention to Detail, Flexibility,
Software: Maya, Unreal Engine, Substance Painter, Photoshop, Illustrator, After Effects, Premiere, MS Office Suite