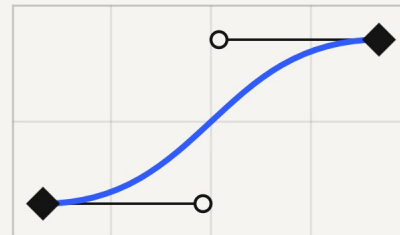


Jay Potak



LOCATION

Atlanta, GA · 100% remote
Open to NYC hybrid or remote

PHONE

(770) 378-7002

EMAIL

jpotak1994@gmail.com

REEL & LINKS

jaypotak.com
linkedin.com/in/jay-potak

Senior motion designer with 7+ years of experience creating motion graphics, 2D animation, and brand and web design for product launches, conventions, ad campaigns, luxury eyewear brands and televised concerts with 1M+ YouTube views. I take work from creative direction and style guides through to polished delivery, leading production alongside designers, marketers and stakeholders so it lands on time and on brand.

EXPERIENCE

◆ Motion & Brand Designer

Apr 2026 – Present

Oumi REMOTE

- Design logo motion graphics used across Oumi's brand videos, plus intertitles and supporting assets for video editing.
- Design website pages and web-ready animation alongside broader brand and visual design work.
- Play a central creative role, shaping direction across the brand's motion and visual work.

◆ Senior Motion Designer

Jan 2025 – Present

Cyberhaven REMOTE

- Lead motion for 8 product launches to date, plus conventions, website animation and ad campaigns, partnering with design, marketing and stakeholders to keep creative aligned and on schedule.
- Build animation in After Effects, Premiere Pro, Blender and TVPaint, including Lottie animations for website elements, for internal and external initiatives.
- Run multiple concurrent briefs from concept through delivery, tightening review cycles and holding one consistent brand look across every format.

TOOLKIT

After Effects Premiere Pro
Photoshop Illustrator
Figma TVPaint
Blender Lottie

CRAFT

Motion graphics & design
Traditional 2D animation
Animation direction
Live event & broadcast visuals
Client & project management

BRANDS

Gucci **Prada**
Boz **Matsuda**

EXPERIENCE, CONTINUED

◆ Freelance Motion Designer & Animator

2019 – Present

Self-employed · Upwork REMOTE

- Create custom motion graphics and animation for clients across industries, tailored to each brand's standards and goals.
- Own the full client relationship. Scoping briefs, managing revisions and handing off final files for marketing, social and digital use.

◆ Motion Designer

Jul 2022 – Sep 2023

Hiker REMOTE

- Designed motion graphics and transition packages from client style guides.
- Delivered concurrent projects on deadline with a consistent visual language across all deliverables.

◆ Motion Designer / Content Creator

Apr 2021 – Nov 2022

Myers Media LLC REMOTE

- Directed and produced 10 video ads for eyewear brands including Gucci, Prada, Boz and Matsuda.
- Built motion assets and product presentations for cohesive multi-brand campaign rollouts.

◆ Motion Designer

Mar 2022 – Oct 2022

Formation REMOTE

- Created stage and broadcast visuals for platinum-selling artists' live performances and televised concerts, which have drawn 1M+ YouTube views.
- Worked with production teams to sync visuals to show timing, venue requirements and the artist's brand.

SELECTED WORK

01

Cyberhaven: Data Security for the Agentic Enterprise

vimeo.com/1213406857

02

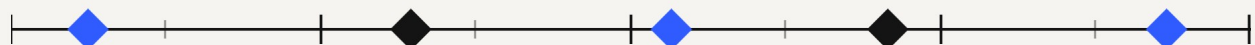
Oumi Summer Launch 2026: Compounding AI

youtu.be/ZxV9LPpvvyE

03

Calum Scott (Live from The Logies)

youtu.be/yk1bwzsvSaI



REEL

See it move.

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