

JOEL WEST

Video Producer · Visual Creative Director · Motion Graphics & AI-Assisted Production

Allen, TX (Dallas–Plano) | joel.west@gmail.com | (540) 705-6699 | Portfolio: joelwe.st | linkedin.com/in/joelwest

SUMMARY

Video producer and creative director with 22 years of end-to-end production experience: concept, interviews, camera, edit, motion graphics, sound and music design, and delivery for corporate, brand, and broadcast audiences. Led video through EquipmentShare's growth from early-stage startup to a \$7B+ valuation and IPO, and produced motion content for top-100 global brands including AT&T, Frito-Lay, and Pepsi. Pairs a deep design foundation (brand identity, graphic design, UI/UX) with modern AI-assisted creative workflows to deliver more story per production dollar.

CORE SKILLS

Production: End-to-end video production · directing & interview production · camera operation & lighting · short- and long-form editing · sound design & mix · post-production & finishing · live events

Motion & Design: Motion graphics & animation · 3D (Cinema 4D) · compositing · brand identity & design systems · graphic design (digital, broadcast, print) · UI/UX

Audio & Music: Sound design · music design & supervision · AI music scoring (Suno) · dialogue cleanup & mix (Adobe Audition)

AI-Assisted Creative: Generative tools integrated into production pipelines: Kling (video) · Suno (music scoring) · ElevenLabs (voice) · OpusClip (editorial/social cutdowns) · Claude & Google AI Studio (creative development, scripting, automation)

Leadership: Creative direction · team management · cross-functional partnership with marketing & communications · client and stakeholder management

Tools: Adobe Creative Cloud (Premiere Pro, After Effects, Audition, Photoshop, Illustrator) · Cinema 4D · studio & field production kits

EXPERIENCE

Director of Video Production, EquipmentShare Oct 2018 – Present · Dallas–Fort Worth (Remote)

- Built and lead the video production function on the internal marketing & communications team through the company's growth from a handful of locations to a \$7B+ valuation and IPO.
- Own the entire production pipeline, from planning and interview direction to shooting and editing short- and long-form content, while overseeing other members of the video team.
- Produce and creative-direct motion graphic and mixed-media content for internal and customer-facing communications.
- Focus on story-driven video engineered for social media and online platforms, supporting brand, recruiting, and customer narratives.

Visual Creative Director (Independent Practice), Freelance 2004 – Present

- 22-year independent practice across video, motion/animation, corporate identity, print, and UI/UX for a long-retained client base.
- Known for creative pragmatism: solving creative problems efficiently and delivering compelling work on real-world timelines and budgets.

Senior Motion Graphics Artist, The Marketing Arm Oct 2017 – Oct 2018 · Dallas

- Produced and oversaw motion graphics for broadcast, digital, social, live events, and stadium/venue displays for top-100 global brands including AT&T, Frito-Lay, and Pepsi.
- Directed showreels and motion-graphic explainers for internal and external corporate communications.

Creative Director, TheBlaze Aug 2014 – Oct 2017 · Dallas

- Headed visual messaging for an influential national media startup: brand development, identity for original TV programming, set design, motion design and editing for broadcast/digital, web & mobile UX, and print/event design.

Design Director, Found Design + Interactive May 2010 – Nov 2012 · Harrisonburg, VA

- Developed and refined brands for local and national companies; designed and developed websites, social media graphics, and print collateral.

Art Director, MLC Advertising Feb 2006 – May 2010 · Harrisonburg, VA

- Managed a team of designers creating brands and branded content for businesses online, on TV, and in print.

Earlier roles: Special Projects Designer, Mercury Radio Arts (2012–2014) · Designer, MLC Advertising (2004–2006) · Graphic Designer, Legacy Group Productions (2003–2004)