

Matt Wanetka

Graphic Design | Motion Graphics | Video Production

mattwanetka123@gmail.com | (402) 739-1358 | Omaha, NE- Seeking relocation

mattwanetkaportfolio.com

DESIGN EXPERIENCE

Gray Media- First Alert 6 (WOWT), Omaha NE

Marketing Producer, Oct 2021–Jun 2025

- Manage the After Effects onboarding of GrayONE, a new on-air graphics package, customizing and refining motion graphic elements for newscasts and promotional content.
- Design and animate logos for the station's new brand and its sub-brands.
- Adapt branding for digital platforms including News and Weather apps, streaming services (Roku, Hulu, Fire TV), the station's website, and social media channels.
- Develop physical branding materials including signage, LED displays, vehicle wraps, and business stationery.
- Collaborate with news producers and reporters to write scripts that promote daily news stories and special reports.
- Write scripts, shoot video, and edit video and graphics for a variety of marketing media, including station promotions, client commercials, and web ads.

SDState College of Arts, Humanities & Social Sciences, Brookings SD

Graphic Design Intern, Oct 2020-May 2021

- Establish a new visual brand for the College's social media and print material.
- Organize and refresh items on the College's website to improve accessibility, interactivity, and to appeal to potential students and their parents.
- Create graphics and campaigns for social media to advertise the college and enhance community presence.

Daktronics Inc., Brookings SD

Motion Graphics Artist, May 2019-Aug 2020

- Edit motion graphics packages for the LED displays of College sports arenas using Adobe After Effects and Cinema 4D, maintaining strict brand consistency.
- Create new graphics for dated video templates with Adobe After Effects and Illustrator to better appeal to potential clients and increase interactivity at their sporting events.

FREELANCING

Scary Acres, Omaha NE

Motion Graphics Artist, Fall 2024, Fall 2025

Pep's Carpet Care, Omaha NE

Brand Designer, Sept-Dec. 2025

SKILLS

Motion Graphics & Animation: Adobe After Effects, Premiere Pro, Blender, logo animation, broadcast graphics, digital display design, client commercials, visual storytelling

Graphic Design: Adobe Illustrator, branding, print design, signage, stationery, digital ads

Photo & Video: Adobe Lightroom, Photoshop, photography, videography, lighting, drone piloting

Other: project templating, scriptwriting, promotions

EDUCATION

South Dakota State University (SDState), 2017–2021

Bachelor of Fine Arts, Graphic Design

Minor, Film Studies

CERTIFICATIONS

Remote Pilot Certification – Part 107

AWARDS

Gray G.O.A.T- Best Weather Promo, Markets 51-100

Silver ADDYs Award- Asphalt Alley Skate Shop

SOCIAL MEDIA

Portfolio- mattwanetkaportfolio.com

Linkedin- <https://www.linkedin.com/in/matt-wanetka-ab5a16195/>

Unsplash- @mattwanetka