

# BENNY SILVA

Creative Director · Motion & Brand

## CONTACT

Decatur, GA 30030  
504.481.4584  
bsilva@truecraftcreative.com  
truecraftcreative.com/portfolio  
linkedin.com/in/bennysilva

## EDUCATION

BFA, Motion Media  
Savannah College of Art  
and Design (SCAD)  
Atlanta, GA · 2014  
Honors: Valedictorian

## CORE SKILLS

- > Creative Leadership
- > Art Direction
- > Team Building & Mentorship
- > Concepting & Pitching
- > Campaign Development
- > Brand Motion Systems
- > Graphic & Motion Style Guides
- > Integrated & Social Campaigns
- > 2D/3D Animation & Illustration
- > Broadcast Design
- > Full-Cycle Production
- > AI-Accelerated Workflows
- > AI Prototyping & Creative Coding
- > Budgets & Timelines
- > Client & Stakeholder Relations

## PORTFOLIO

truecraftcreative.com/portfolio

Creative director with 12+ years leading motion-driven brand and campaign work across broadcast, agency, and studio. Authored CareCredit's Graphic Style Guide and 60+ education videos, led motion for enterprise brand launches at Monigle, rose from senior designer to art director at LionStar Films, and founded Truecraft Creative. Builds and mentors teams, owns the concept from pitch to delivery, and turns business goals into work that performs.

## EXPERIENCE

### Truecraft Creative

Atlanta, GA

Jan 2023 - Present

#### Founder & Creative Director

- Grew a solo freelance practice into a creative studio, leading a team of artists and producers across design, motion, and brand strategy, and owning creative direction from pitch through delivery.
- Creative partner to Forge Creative Studio for 5+ years on CareCredit: authored the brand's Graphic Style Guide for all static and motion graphics, and created, illustrated, and animated 60+ health and wellness education videos.
- Extended the CareCredit system into an 8-part in-app video series, sweepstakes campaigns, the Care Experts vodcast, and paid and organic social, as Forge grew from 6 to 20+ people.
- Led creative direction and voiceover for Providence's 6-part app feature series and cut-downs with Program 11, driving patient and caregiver adoption.
- Turned one-off projects into long-term partnerships with clients including TriNet, Schneider Electric, Sono Bello, and Synchrony.

#### Freelance Art Director & Motion Designer

Jan 2018 - Dec 2022

- Operated as Benny Silva Design alongside full-time roles, directing and producing motion, brand identity, and commercial spots for agencies and direct clients.

### Senior Motion Designer

Monigle · Denver, CO

Mar 2021 - Mar 2022

- Led motion for Bluepeak's fiber brand launch, including two broadcast spots and a brand motion toolkit.
- Built 8 motion brand systems in one year, including brand reveal videos and multi-platform digital campaigns.
- Partnered with brand strategists to build scalable motion guidelines that kept every brand touchpoint consistent.

### LionStar Films

Atlanta, GA

#### Art Director, Motion

Mar 2018 - May 2020

- Directed design and motion for broadcast commercials, corporate films, live-event visuals, and web video, supervising a team of 5 designers, animators, and editors.

#### Lead Motion Designer

Mar 2017 - Mar 2018

- Ran the motion pipeline and mentored designers across broadcast, corporate, and web projects.

#### Senior Motion Graphics Designer

Sep 2015 - Mar 2017

- Designed and animated broadcast spots, corporate communications, web video, and live-event content.

### Senior Motion Graphics Designer

The Impact Partnership · Kennesaw, GA

Feb 2015 - Sep 2015

- Designed and animated commercial spots, set visual standards for the motion team, and managed timelines for high-volume production.

### Motion Graphics Designer

Primal Screen · Contract · Atlanta, GA

Jan 2014 - Jan 2015

- Produced character-driven design and motion for Nickelodeon, Sesame Street, and Cartoon Network Latin America within strict IP guidelines.