TC.

BENNY SILVA

Creative Director · Motion, Brand & AI Video

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 Identity & Motion Systems
- Graphic & Motion Style Guides
- Integrated & Social Campaigns
- 2D/3D Animation & Illustration
- Broadcast Design
- Full-Cycle Video Production
- AI-Accelerated Workflows
- Generative AI Video & Image
- AI Production Pipelines
- AI Prototyping & Creative Coding
- Budgets & Timelines
- Client & Stakeholder Relations

TOOLS

Adobe Creative Suite:
After Effects, Premiere Pro, Photoshop, Illustrator
Cinema 4D, Figma

AI Tools:
Runway, Magnific, Weavy, OpenArt, Claude
Image & video generation models

PORTFOLIO

truecraftcreative.com/portfolio

Creative director with 12+ years leading motion design, video production, and brand storytelling across broadcast, agency, and studio, now building human-led, AI-accelerated video workflows. Authored CareCredit's Graphic Style Guide and 60+ education videos, led motion for enterprise brand launches at Monigle, and founded Truecraft Creative. Builds teams and production systems, owns the concept from pitch to delivery, and turns business goals into work that performs.

EXPERIENCE

Truecraft Creative
Atlanta, GA

Founder & Creative Director — Jan 2023 - Present

- Grew a solo practice into a creative studio, leading artists and producers across design, motion, and brand strategy, and owning creative direction from pitch through delivery.
- Built a human-led, AI-accelerated video workflow and used it to direct a fully AI-generated startup launch film (AI voiceover, avatars, 1+ min of b-roll), kept consistent with a character production sheet.
- 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 system into an 8-part in-app series, sweepstakes, 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.
- Long-term partnerships with 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, with brand reveal videos and scalable motion guidelines.

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.