

Axel Gimenez

NYC | axel@axel.works | 310-403-8198 | [linkedin.com/in/axelgimenez](https://www.linkedin.com/in/axelgimenez) | www.axel.works

Creative Director | Senior Motion Graphics Designer | Video & Animation Specialist

A results-driven creative with over a decade of experience crafting engaging designs, animations, and videos that amplify brands. I translate complex ideas into clear, impactful narratives, consistently driving audience engagement, campaign success, and client loyalty.

Leadership Skills

- Creative Direction
- Team Leadership
- Project Management
- Client Communication
- Team Collaboration

Creative Skills

- Storyboarding
- Script Visualization
- Typography
- Kinetic Typography
- Graphic Design
- Branding
- UX/UI Motion Design

Technical Skills

- 2D Animation
- Video Editing
- Visual Effects
- Color Grading
- Post-Production

Creative Approach

Every brand has an authentic voice, just like great music. The best creative work doesn't follow a formula—it finds its own rhythm. My process is a journey of discovery. I create space for bold ideas and meaningful collaboration, going beyond the brief to craft visual stories that resonate deeply with audiences.

Key Projects

From Followers to Voters: Driving 300,000 Registrations in Three Weeks | 2024

In just three weeks, I turned 300,000 Instagram followers into registered voters for Headcount's 'Are You Good to Vote?' campaign. By designing eye-catching, personalized posts for celebrities like Ariana Grande and Ellen Pompeo, I helped the campaign cut through social media noise and drive meaningful engagement, resulting in one of Headcount's most successful voter registration efforts.

Building Loyalty with Amazon Pay | 2018-2023

Over four years, I helped shape Amazon Pay's brand, evolving their identity to stay consistent and engaging across platforms. By streamlining production processes and adapting creative strategies, I boosted their visibility while ensuring efficiency, resulting in a bold, scalable brand that grew alongside their product offerings.

Afterpay IQ Launch Video | 2023

In a crowded AI market, I created a launch video for Afterpay's AI-powered platform, 'IQ,' that captivated and inspired. By transforming product visuals into a compelling story, I made complex data feel intuitive and actionable, positioning IQ as a game-changing tool. The result? A standout video that thrilled the client and left a lasting impression in the AI space.

Professional Experience

AGBK (Freelance Business)

Creative Director, Senior Motion Graphics Designer, Video & Animation Specialist | 2006 – Present

Led creative direction and high-impact motion graphics for clients, delivering tailored video and animation solutions that drive engagement and elevate brand presence.

Atmosphere BBDO / Organic

Director of Video Content Production | 2011 – 2020

Directed video content production for high-profile clients, leading innovative campaigns and ensuring seamless execution from concept to delivery, driving brand visibility and engagement.

The Walt Disney Company

Technical Producer/Online & Mobile Promotions | 2004 – 2006

Developed innovative online registration systems and digital park integrations that set new standards in the industry, enhancing user engagement and streamlining visitor experiences for Disney's digital platforms.

Musician & Co-Founder of Rock Band 'Closure'

Co-Founder, Lead Guitar | 2001-2004

Co-founded and toured with the rock band Closure, achieving commercial success with a Billboard Top 200 album and a widely played single featured in a major motion picture. This experience shaped my deep connection to storytelling and rhythm, influencing my creative work.

Let's connect!

I'd love to explore how we can collaborate. Check out my work at www.axel.works, and feel free to contact me to discuss ideas or roles.

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