

Larry Mathias

Associate Creative Director | Digital Design

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Colorado Springs, CO 80927



Associate Creative Director with a strong foundation in digital design, video, and motion. Experienced in providing artistic direction, shaping visual frameworks, and guiding creative work from concept through execution. Background includes agency content production, freelance digital design, and leadership roles focused on storytelling, collaboration, and scalable creative workflows.

Experience

SPORTS MEDIA INC. | VIDEO AND MOTION GRAPHICS CREATOR AND EDITOR, VIDEO DEPARTMENT TEAM CO-LEAD (INTERNSHIP)(2025)

- Co-led the video department, supporting creative workflows, priorities, and quality standards for AI-generated and edited video content
- Provided artistic and visual direction focused on tone, pacing, messaging, and brand consistency
- Developed creative concepts, storyboards, and visual frameworks for short-form video projects
- Reviewed team output and delivered structured, actionable feedback to maintain creative quality
- Collaborated with marketing, social media, and automation teams to align creative execution with campaign goals
- Supported scalable production through asset organization, naming conventions, and metadata tagging
- Contributed to the development of AI-assisted production workflows to improve efficiency without sacrificing quality
- Helped establish consistent visual standards for AI-generated video content
- Contributed to streamlined workflows that increased output and reduced turnaround time
- Supported campaign launches with polished, cinematic short-form videos
- Assisted in training team members on tools, workflows, and creative expectations

GRAPHIC DESIGNER | FREELANCE (STRATEGIC MINDS LLC) (PRESENT)

- Provide creative direction and design execution for branding, marketing, and digital projects
- Translate client goals into cohesive visual systems and creative assets
- Design logos, typography systems, presentations, and marketing materials
- Manage multiple client projects while meeting deadlines
- Stay current with design trends, tools, and emerging creative technology

CHILDREN'S PASTOR | PATHWAYS CHURCH, FORT COLLINS, CO (2013 - 2015)

- Led creative planning for children's and family programming with a strong emphasis on storytelling and visual engagement
- Conceptualized and storyboarded sermon visuals and video content
- Created animated bumpers and video intros for services
- Recruited, trained, and supported volunteer teams
- Collaborated with senior leadership on thematic planning and communication

ASSISTANT PRODUCTION CONTROL MANAGER | LEED FABRICATION, LOVELAND, CO (2013 - 2015)

- Supported complex production workflows through scheduling, planning, and process optimization
- Improved operational efficiency by identifying bottlenecks and implementing system improvements

ELEMENTARY DIRECTOR | PALM VALLEY CHURCH, MISSION, TX (2007 - 2013)

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Education

LIBERTY UNIVERSITY (2025)

Bachelors of Science in Digital Design: Multimedia Design

PIKES PEAK COMMUNITY COLLEGE (2023)

Associate of Applied Science in Multimedia Graphic Design

CHRISTIAN LIBERTY ACADEMY (2004)

High School Diploma

Skills

- Project Management
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Team Leadership
- Budget Management
- Client Relations
- Social Media Management
- Research and Analysis

Portfolio

larrypmathias.com