

TYLER LUND

VIDEO EDITOR AND MOTION DESIGNER

Dynamic and detail-oriented Video Editor and Motion Graphics Artist with over 5 years of experience in video editing, motion graphics, and storytelling across various digital platforms. Adept at collaborating with cross-functional teams to produce high-quality video content that aligns with brand objectives and engages audiences.

VIDEO

- Video Production
- Motion Graphics
- CGI
- Animation
- Strategic Marketing
- Adobe Creative Suite
- Media Organization
- Leadership

DESIGN

- Branding
- Concepting
- Typography
- Motion
- Copywriting

TOOLS

- Premiere
- AfterEffects
- Illustrator
- Photoshop
- Maya
- Blender
- Rhino 7

EDUCATION

University of Colorado, Boulder
GPA: 3.91 | Honors Distinction 2020
BS in Strategic Communications Media
Design Minor in Media Production

WORK EXPERIENCE

Peloton

Social Content Creator
2024 - Present

- Conceptualized and developed engaging, repeatable social media series to drive audience engagement and brand consistency.
- Created high-impact motion graphics and video content for social media, marketing campaigns, and brand storytelling.
- Developed animations and video edits optimized for performance across digital platforms.
- Collaborated with marketing teams to analyze content performance and iterate on creative strategies.

David Yurman

Videographer | Junior Animator
2022 - 2024

- Led the creation of the brand's first in-house CGI video, generating over 3.2 million views.
- Edited and produced videos that told the brand's story and heritage, shaping content for wholesale, social media, and the website.
- Managed a team of animation interns, overseeing the production of over 80 CGI videos and 100 stills for new product launches.
- Designed and implemented an internal CGI workflow, streamlining content creation for digital and marketing initiatives.
- Developed high-end motion graphics and animations that elevated the brand's digital presence.

TubeScience

Level 2 Video Editor
2021

- Produced engaging, performance-driven video content for paid social campaigns across Facebook, Instagram, YouTube, and TikTok.
- Created motion graphics and animations to enhance storytelling and boost ad performance.
- Collaborated with creative strategists to iterate and optimize video content based on data-driven