



# TOCO LARSEN

RODNEY LARSEN PACHECO

A journey that started in 1997, moving from graphic design to video editing and motion design. A lifetime of discoveries and learning in the creative world, dedicated and seriously applied, with professionalism and passion for what I do, always looking for new opportunities and challenges.

## EXPERIENCE

### **Prolific Media** • April 2022 - Present

• Graphic Designer Generalist: creating designs for social media content, presentation, content for paid Ads, animations, motion design, and producing content for email design, focused in growth marketing.

### **Freelancer Motion Designer** • March 2013 – March 2022

• Motion Designer: work carried out remotely for clients around the world, for various industries, with complete projects that are composed of scripts, illustrations, storyboards for the execution of the final product, animations in video explainers, motiongraphics and video editing.

### **Consoli Film & Video** • January 2003 – March 2013

• Video editor: projects that consist of capturing, planning, editing and finishing commercials for broadcast, documentaries, music videos and short films. The work routine ranges from the creation of scripts, storyboard, illustrations, animations and even the research and decision on the musical background in each video project.

### **GVP - Video Production** • February 2001 – November 2002

• Video editor: responsible for the entire editing process, which ranges from capturing raw material, selecting cuts, rough editing, color grading and final editing of videos for TV commercials, documentaries and short films. As a complement to the work routine, I also created 2D and 3D animations to use in editing projects.

### **Bonix Communication** • February 1997 – January 2001

• Graphic Designer and Creative: production of printed materials for magazines, advertisements, logo, cards, brochures, flyers, also including the creation of mockups, brand manuals, packaging design and web content.

## EDUCATION

**FURB** - Blumenau Regional University - Feb 1996 to Nov 1997 incompleted  
Social Communication - Publicity and Advertising - Blumenau - SC - Brazil

## PORTFOLIOS

[www.vimeo.com/tocolarsen](http://www.vimeo.com/tocolarsen)  
[www.behance.com/tocolarsen](http://www.behance.com/tocolarsen)  
[www.youtube.com/tocolarsen](http://www.youtube.com/tocolarsen)

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### Contact:

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## SKILLS

Adobe Photoshop  
●●●●●●●●  
EXCELLENT

Adobe Illustrator  
●●●●●●●●  
ADVANCED

Adobe After Effects  
●●●●●●●●  
ADVANCED

Apple Final Cut Pro  
●●●●●●●●  
EXCELLENT

Maxon Cinema 4D  
●●●●●●●●  
REGULAR

## LANGUAGES

Portuguese  
●●●●●●●●  
EXCELLENT

English  
●●●●●●●●  
BASIC