

BRENDAN BACHMANN

SENIOR GRAPHIC DESIGNER | MOTION, VIDEO & 3D

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Video Portfolio: youtube.com/@brendanbachmann

PROFESSIONAL PROFILE

Senior Graphic Designer with 15+ years of experience creating brand campaigns, motion graphics, video, and 3D product visuals for automotive and consumer markets. Expert-level skills in Adobe After Effects, Premiere Pro, Photoshop, and Illustrator, with additional experience in Final Cut Pro. Combines visual storytelling, technical product knowledge, and hands-on production to deliver creative from concept through final output.

CORE EXPERTISE

Motion Graphics & Animation | Video Editing & Post-Production | 3D Product Visualization | Brand & Campaign Design | Digital & Print | UX/UI & Product Graphics | Social Content | AI-Assisted Workflows

PROFESSIONAL EXPERIENCE

HOLLEY PERFORMANCE BRANDS | Sanford, FL

Jun 2011 - Jul 2026

Senior Graphic Designer | Lead Designer, DiabloSport

- Created motion graphics, logo animations, and product videos in Adobe After Effects, combining custom graphics, 3D renders, and footage for product launches, advertising, and social campaigns.
- Edited promotional and branded video content in Adobe Premiere Pro and Final Cut Pro, switching between applications based on project needs and established workflows.
- Used Adobe Photoshop and Illustrator to retouch imagery, build composites, and develop vector artwork, typography, and layered assets for animation, video, and campaign production.
- Produced photorealistic 3D product renders and motion graphics for marketing campaigns and launches, including Terminator X2 and NOS Octane Booster creative.
- Led visual design for DiabloSport, creating brand-consistent digital, print, social, and product-launch assets while partnering with marketing, product, and video teams.
- Designed UX/UI graphics and interface assets for inTune i2/i3, Trinity T2, Predator X, PowerCal, Holley EFI, and Sniper EFI, translating complex performance controls into clear visual experiences.
- Planned and supported studio, photo, and video shoots; managed concurrent projects and production deadlines across a broad portfolio of performance automotive products.
- Integrated Adobe Firefly and other AI-assisted tools into creative workflows, improving production efficiency by approximately 30%.

LYNN UNIVERSITY | Boca Raton, FL

Oct 2014 - Apr 2015

Adjunct Professor, College of Communication and Design

- Taught graphic design fundamentals and Adobe Photoshop through hands-on assignments grounded in composition, process, and visual problem-solving.
- Guided students through critique, technical skill-building, and practical approaches to real-world creative challenges.

CELSIUS, INC. | Delray Beach, FL

Jun 2010 - Dec 2010

Associate Graphic Designer | Marketing & Graphic Design Intern

- Designed consumer-facing print ads, packaging, point-of-sale materials, coupons, and video content for the fitness and wellness brand.
- Coordinated projects with outside marketing partners and print vendors while managing schedules, production details, and final deliverables.

EDUCATION

UCF UX/UI Boot Camp | UX/UI Design Certificate | Orlando, FL | 2022

Lynn University | Master of Fine Arts, Graphic Design - Magna Cum Laude | Boca Raton, FL | 2009

University of South Florida | Bachelor of Arts, Studio Art | Tampa, FL | 2006

TECHNICAL TOOLKIT

After Effects: Motion graphics, logo animation, compositing, and 3D render integration.

Premiere Pro & Final Cut Pro: Video editing, sequencing, pacing, and promotional content delivery.

Photoshop & Illustrator: Retouching, compositing, vector graphics, and layered artwork for animation.

Additional tools: Cinema 4D, KeyShot, Redshift, InDesign, XD, Firefly, Figma, Sketch, Miro, Zeplin, HTML5/CSS3, Bootstrap.