

# Idahosa Yorke

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[Portfolio](#) • [LinkedIn](#) • Halifax, Nova Scotia

## Motion Graphic Designer | Video Editor

Extensive knowledge, expertise, and hands-on experience in the fields of motion design, videography, and video editing. Talented editor capable of creating static and video content to fit the exact needs of any project guidelines or stipulations. Well versed in audio and visual staging to ensure optimal quality is achieved and maintained throughout every project.

## Areas of Expertise

- ◆ Full-Cycle Project Management
- ◆ Commercial & Sports Videography
- ◆ Social Media Management
- ◆ Graphic Design & Motion Design
- ◆ Aerial Photography & Videography
- ◆ Social Media Coordination
- ◆ Lighting & Audio Staging
- ◆ Video Capture & Editing
- ◆ Pre & Post Production

## Professional Experience

**The Motivated** **08/2019 – Present**  
**Motion Designer / Graphic Designer / Videographer - Freelance**

**Saint Mary's University, Halifax, NS** **08/2019 – 01/2022**  
**Graphic Designer / Sports Videographer**

**CBC Creator Network, Halifax, NS** **02/2020 – 2022**  
**Videographer - Freelance**

Utilize Adobe Creative Cloud and Final Cut Pro to conceptualize, create, and edit video footage according to each client's stringent needs and expectations. Employ the use of advanced editing techniques and effects to ensure each video meets industry standards in terms of overall polish and professionalism. Collaborate with producers, designers, and art specialists to produce original video content for all industries.

**Wattpad, Remote** **03/2021 – 03/2023**  
**Motion Designer / Video Editor | Creative & Content Team**

Established working relationships with key clients to ascertain their individualized needs and provide actionable solutions to meet and exceed those needs, ensuring comprehensive satisfaction through all project phases. Utilized an advanced knowledge of motion design/video techniques to develop Wattpad's video guidelines from scratch and deliver high-quality visuals and renders for more than 200 projects and brand partnership campaigns, the brand standard was elevated with every project. Creating a wide range of content for social both organic and paid across various platforms and mediums.

**McMaster University Athletics - Football** **10/2022 – 10/2023**  
**Graphic Designer - Freelance**

**Niagara Prep Basketball, Remote** **09/2023 – Present**  
**Graphic Designer | Social Content - Freelance**

**Wattpad, Remote** **09/2023 – Present**  
**Motion Graphic Designer- Freelance**

## Projects

**CBC Nova Scotia, Halifax, NS** **06/2020**  
**“3 East Coast Athletes Visit Places That Provide Meaning” ([Link](#))**

A project developed for CBC News which covers 3 up and coming athletes as they share what home means to them.

**e.l.f. Cosmetics x Wattpad** **03/2021**  
**#EyesLipsFierce write-a-thon ([Link](#))**

One of Wattpad’s most successful brand partnership campaigns: In celebration of International Women’s Day, Wattpad and e.l.f. teamed up to encourage the community to share powerful stories spotlighting the fierce women in their life!

**Mount Allison University Football Alumni Club** **05/2023**  
**Keep The Tradition Alive ([Link](#))**

Showcasing the history of the program and all of its great achievements. A "hype" video for the booster club.

**Wattpad x Kids Help Phone** **05/2023**  
**RiseUp Campaign ([Link](#))**

Wattpad partnered with Kids Help Phone to create a series of videos highlighting young black authors and their struggles.

**Independently Produced, East Preston, NS** **06/2020**  
**“The 7” ([Link](#))**

A poignant piece covering a community’s decades-long continual struggle with inequality, and detailing the numerous struggles faced when seeking real change from their provincial government.

**The Wattpad Story ([Link](#))** **06/2022**  
An animated story time re-telling of the origins of Wattpad from by the companies founder, Allen Lau.

## Education

**Bachelor of Arts in History (2019)**  
Mount Allison University, Sackville, NB

## Awards & Distinctions

**2023 Shorty Awards Finalist x2**, Rise Up Campaign (Kids Help Phone)  
**2023 Digiday Greater Good Award Winner, Children's Category**. Rise Up Campaign (Kids Help Phone)  
**2023 Media Innovation Awards: Won Bronze in Best Integrated Campaign**. Rise Up Campaign (Kids Help Phone)

## Technical Proficiency

### Platforms:

MacOS, Windows 7/8/8.1/10

### Tools:

Adobe Creative Cloud (Illustrator, InDesign, After Effects, Lightroom, Photoshop, Premiere Pro), Microsoft Office Suite (Excel, Outlook, PowerPoint, Word) Apple (Final Cut Pro, Logic, Motion)

### Social Media:

Facebook, Instagram, Snapchat, TikTok, Twitter, LinkedIn, YouTube