

Accomplished in all aspects of design. I will provide the best use of design to ensure that business objectives, budgets, and deadlines are met. My goals are to maintain quality control and responsibility for the integrity of the final product and research options for satisfying client needs or requests.

VINCE NIMMOOR

MOTION GRAPHICS, ANIMATION, PRESENTATION DESIGN

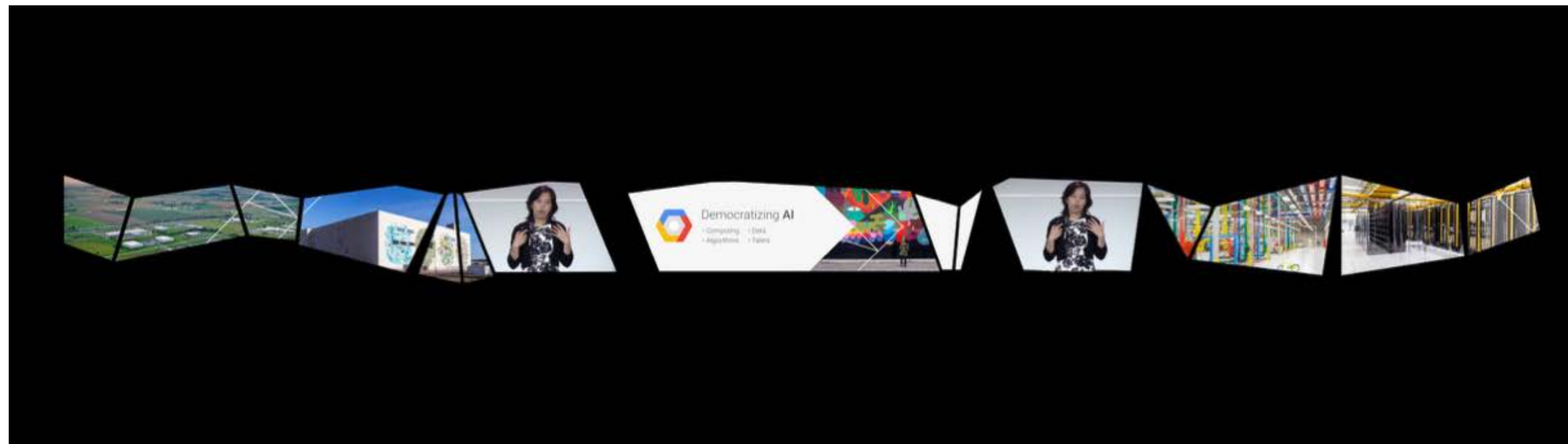
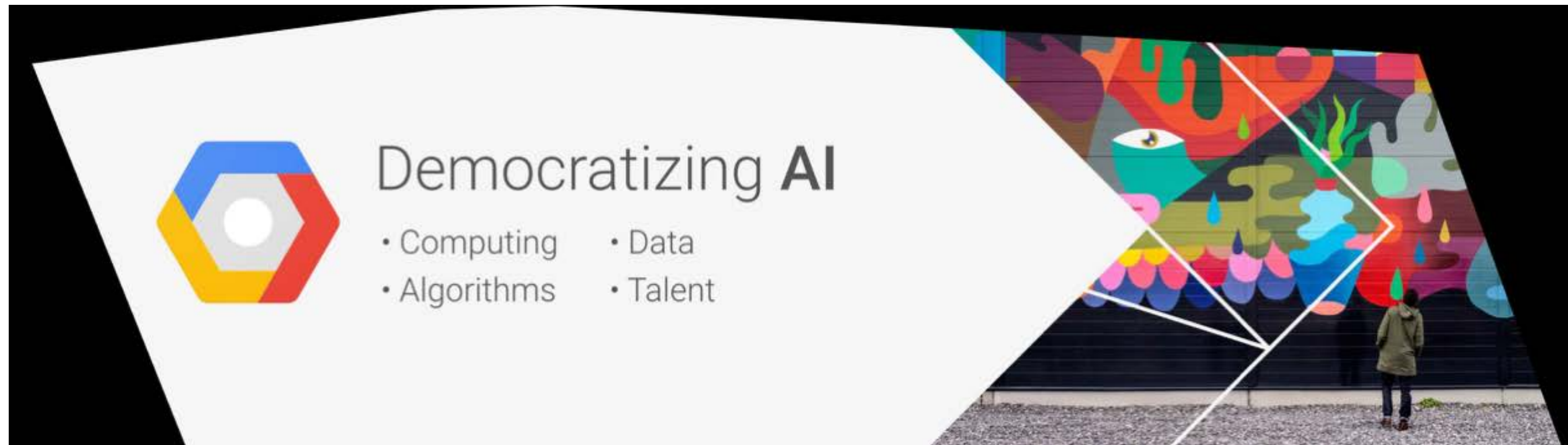


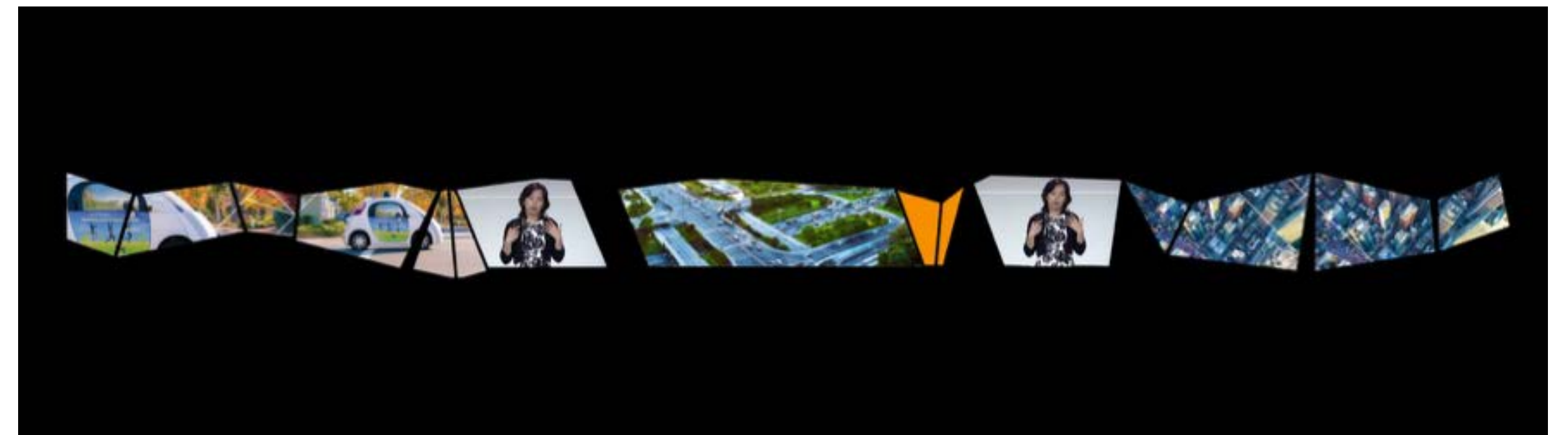
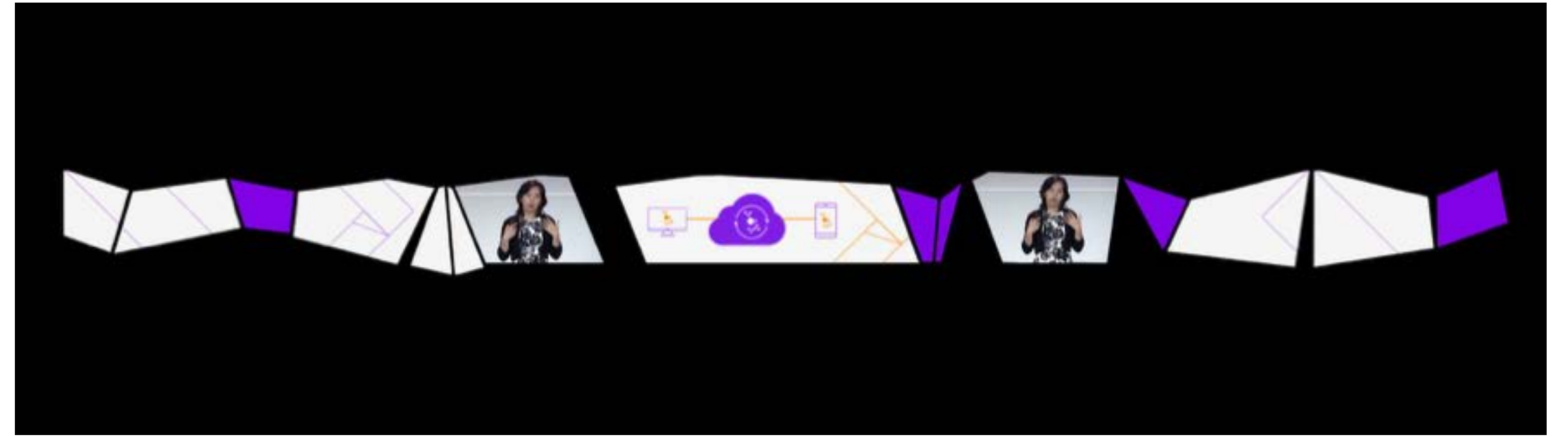
CASE STUDY

GOOGLE 2017

GOOGLE 15 SCREEN PRESENTATION

I spent many weeks doing production design for this show. During this time design direction changed twice. Tough fast paced turnarounds.





MAZDA THEME LOGO COMPS

For the past several years I have been creating various looks for Mazda dealer meetings





MAZDA MEETING - 7 MOVING LED PANELS

Challenging graphic show using 7 LED panels that moved throughout the presentations





RESEARCH



BIGGER
MORE EFFICIENT
MEDIA PLAN



MAZDA BRAND
DEMOGRAPHICS

	MAZDA	COMP BRAND TOTAL
Age	50	56
HH Income	\$92k	\$79k
College Grad	73%	61%

2014 YTD



MX-5



TJB
TIM
BARNES



**CUSTOMER
FOCUSED**



CUSTOMER
JOURNEY

ADVERTISING
& MARKETING

THE DEALERSHIP

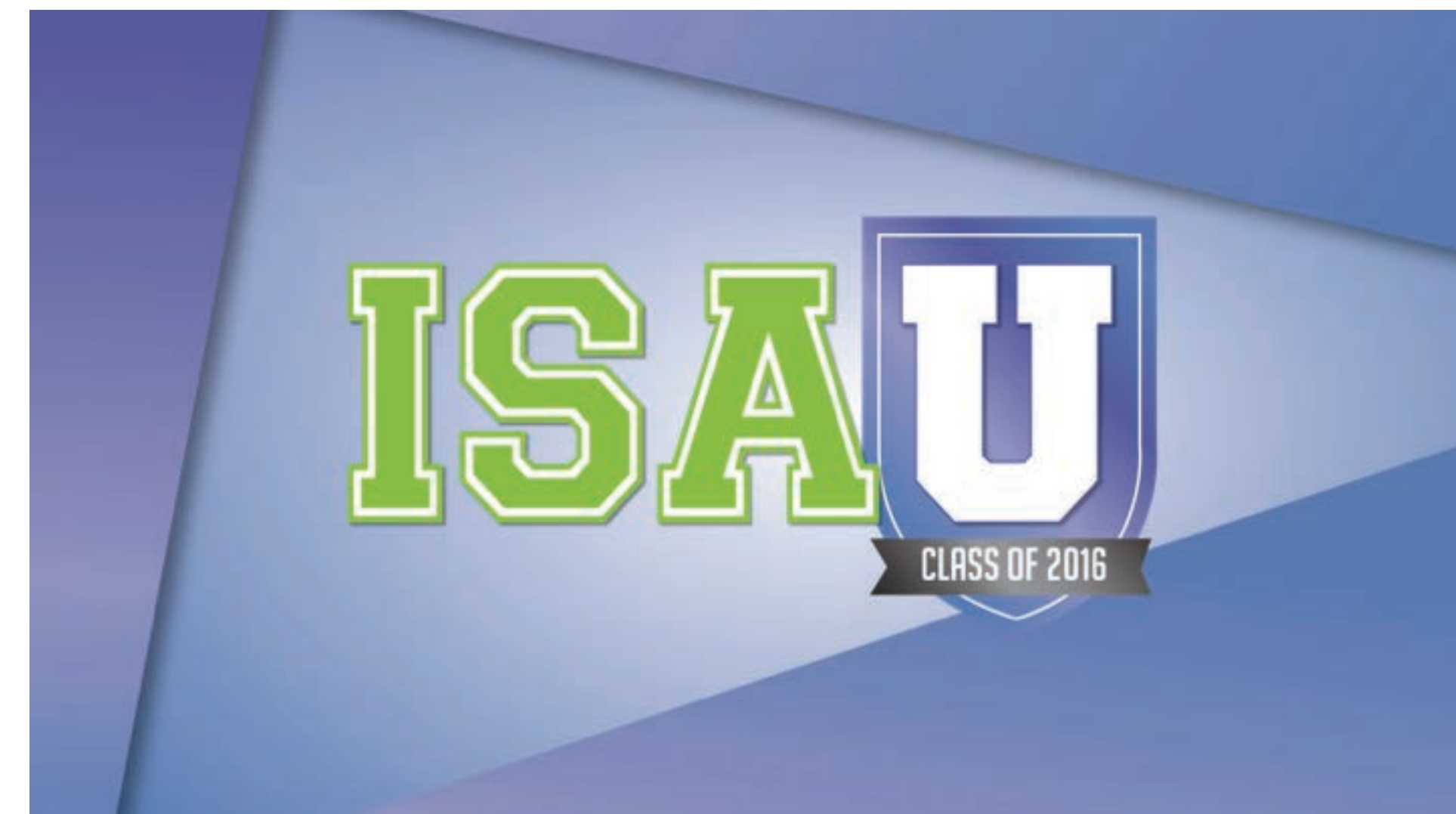
SALES
EXPERIENCE

SERVICE
EXPERIENCE

PRODUCT



MISC EXAMPLES



Discover the Difference

RSS World Sales Conference 2016

I-WANT-TO-GO MOMENTS

2x↑
near me' search interest

82%
use Search to find a local business

I-WANT-TO-DO MOMENTS

70%↑
searches for 'how-to' videos

91%
use phones in the middle of a task

I-WANT-TO-BUY MOMENTS

82%
use phones in store to make a purchase decision

Meet Giana

→

In the drugstore aisle Giana researches treatment options and opts to buy the small tube that's 4x the price of others.

best cold sore medicine

mortgage calculator

Meet Erica

←

Erica wants to move into a bigger home. The process advances over many mobile moments.

93%

of people who use their phone to research a product go on to make a purchase

50%

of the people who conduct a local search on their phones visit the store within a day

18%

of those searches lead to a purchase within 24 hours

Google

MICRO-MOMENTS = INTENT + IMMEDIACY + CONTEXT



THIS IS A TITLE

SUBTITLE

THIS IS THE FIRST BULLET

HERE IS BULLET NUMBER TWO

NEXT IS BULLET NUMBER THREE WHICH IS A LONGER BULLET THAN THE REST SO IT WILL WRAP TO A SECOND LINE

THEN COMES BULLET FOUR



TITLE HERE
PERHAPS TWO LINES OF INFO.
SOME KIND OF **PUNCH** LINE HERE.



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