

WALTER LYNCH

BRAND IDENTITY · MOTION · AI-ASSISTED CONCEPTING · SENIOR PRODUCTION ART

Rahway, NJ · 908.296.2016 · walter-lynch@outlook.com
walterlynchdigitaldesign.com

PROFILE

Digital designer and senior production artist with 20+ years inside national advertising studios (Omnicom, IPG/Craft, McCann). I build identity systems — marks, wordmarks, animated lockups — and the digital and print production that gets them out the door correctly. Today my concepting runs through AI image, video and code tools to explore twenty directions before lunch; whatever gets picked is rebuilt by hand as clean vector geometry so curves, spacing and weights are actually right. Independent studio practice covering logo systems, animated brand lockups, campaign graphics, book-trailer direction and web builds, alongside a full agency production background.

CURRENT PRACTICE — WALTER LYNCH DIGITAL DESIGN

Principal / Designer 2024 - Present

- Brand identity systems for Quarter Note Productions LLC, The Facial Bar, Miz B Entertainment, Bert Reid Productions, EOS³, Benetia Johnson Drum Corps, Taz and 1st Choice — logo design through final vector artwork and usage rules.
- Animated brand lockups and logo reveals built as pure SVG/CSS — letter-by-letter reveals, reflection passes, spectrum step-fades and audio-style pulse motion, delivered as embeddable web components.
- AI-assisted concepting and art direction: image and video generation for storyboards, key frames and alternate looks, then hand-finished in Illustrator, Photoshop and After Effects.
- Book-trailer direction — period-accurate concept frames, motion outtake passes and final cut; two decades of broadcast-style executions reeled for client presentation.
- Design and build of walterlynchdigitaldesign.com: React/TypeScript front end, responsive layout, SVG animation, media galleries and a PSD-to-vector tracing tool written for in-house use.
- Production-grade delivery in AI, SVG, EPS, PDF and PNG with color-managed, print-ready output.

AGENCY EXPERIENCE

OMNICOM — Senior Production Artist

2025 - 2026

- Lead digital production artist supporting Chick-fil-A campaign initiatives.
- Produced layouts, mechanicals, OOH banners, signage and large-scale advertising graphics.
- Created environmental graphics and office branding across agency floors.
- Operated Epson 9000 large-format printers for G7-certified proofing and Xerox Versant digital press output.
- Held color consistency, brand compliance and print quality across high-volume, concurrent projects.

IPG / CRAFT — Senior Computer Artist

2013 - 2025

- Production-ready files for brochures, posters, packaging, cartons, inserts, presentation kits and collateral.
- Digital production lead on Chick-fil-A OOH and campaign materials.
- Ran Epson 9000 large-format and Xerox Versant systems with Fiery workflow integration.
- New-business presentation support for NY Lottery, Verizon, Ferrero, TJ Maxx, PGIM and PwC.
- Coordinated vendor service and equipment maintenance to minimize studio downtime; managed asset inventory.

McCANN — Associate Print Services Manager

2003 – 2013

- Supervised the studio's Mac/graphic artists and daily workflow, reporting to the VP Studio Manager.
- Produced brochures, presentation kits, inserts, posters, packaging and promotional graphics.
- Managed HP 6100 large-format printers and Xerox Fiery systems, plus vendor and supply coordination.
- Supported new-business presentations for Ethan Allen, Holiday Inn, Chicco and Verizon Fios.

CAPABILITIES

Identity & Design	Logo systems, wordmarks, brand guidelines, campaign graphics
Motion & Web	SVG/CSS logo animation, After Effects, embeddable lockups, React/TypeScript builds
AI Workflow	Image & video generation for conceiving, storyboards, look development; hand-finished output
Vector & Prepress	Illustrator, bezier rebuilds, PSD-to-vector tracing, file prep, color management
Print Production	Large format (Epson 9000, HP 6100), Xerox Versant / Fiery, G7 proofing, OOH & packaging
Studio	Staff supervision, vendor coordination, QA, deadline & workflow management

SELECTED CLIENTS & BRANDS

Chick-fil-A · Verizon · NY Lottery · Ferrero · TJ Maxx · PGIM · PwC · Ethan Allen · Holiday Inn · Chicco · Quarter Note Productions · The Facial Bar · Miz B Entertainment · Bert Reid Productions · EOS³ · Benetia Johnson Drum Corps

Portfolio: walterlynchdigitaldesign.com — logo gallery, animated lockups, motion reel and book-trailer build.