



Hamilton, Canada
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Christopher Altorf

I have 15+ years experience crafting visually stunning imagery. I have had the pleasure to create for some of the worlds largest brands, and good fortune to collaborate with ground breaking agencies. I bring strong visual leadership and the artistry to effectively oversee creative development and design processes.

Motion Reels

[View Demo Reel](#)

Employment History

Creative Director at Black and White Media

January 2020 — October 2023

- Used a variety of camera rigs, lenses, and accessories to achieve the desired look and feel on a variety of commercial productions
- Worked closely with brand managers to ensure that shots and angles met the creative vision of the project
- Collaborated with art directors to create a visual style that matched the tone and messaging of the project
- Managed complex production schedules and budgets to ensure on-time completion of video productions
- Employed various lighting techniques to capture scenes in any environment
- Collaborated with internal teams and external stakeholders to ensure that all design elements aligned with brand values and standards
- Researched and stayed up-to-date on design trends in order to create innovative and eye-catching visuals

Clients included: EQ bank, Wellington Altus, Hyundai, North American Bike Share Association, The Coalition of Hamilton Indigenous leadership, Oakville Festival of Films and Art, Tamarack Institute, University of Toronto

Partner at ISTOICA

March 2015 — December 2019

- Utilized a wide range of equipment to capture and process narratives for broadcast, film, and video production
- Collaborated with agencies such as McCann, TAXI, Mosaic and VIRTUE to create content for globally recognizable brands
- Produced a short film "Love Ya" that was selected to be screened at several international film festivals including Hot Docs
- Collaborated with internal teams and external stakeholders to ensure that all design elements aligned with brand values and standards
- Utilized a range of digital effects and post-production techniques to enhance the visuals of commercials

Clients included: Molson, IKEA, Fido, Buick, Cadillac, CBC, Toronto Fashion Week, Royal Bank of Canada, Roots, Sephora, Vichy, Urban Planet, Microsoft, Google, Chatr, Kobo, Uber, Mercedes

Creative Director at Workbay.net

February 2011 — November 2015

- Developed a visual language that unified the company's messaging across all channels
- Developed a comprehensive visual identity system that unified the company's brand across all marketing channels
- Developed a style guide that provided clear guidelines for all design and content creation
- Produced a series of animations that increased customer engagement

Clients included, Wal-mart, McDonald's, Home Depot, CIBC, Smart Serve

Junior Designer at Engage Learning Systems

March 2009 — January 2011

- Developed and implemented creative activities that improved student understanding of complex concepts
- Developed creative concepts and designs for a variety of projects, including websites, print collateral, and digital marketing campaigns
- Collaborated with producers to develop creative treatments and storyboards for new projects
- Developed and deployed e-learning content that increased access to training materials and improved learning outcomes

Select Projects

Global Motion Identity - Seat Geek

September 2023 — November 2023

Worked with Massive Music and Slap Global Agency to create a custom motion identity for Seat Geek. Created animated logos to be used for global redesign. Worked with audio branding team at Massive Music for cohesive audio branding based on a variety of brand specific directions.

Director of Photography - "The Beautiful Game"

December 2022 — July 2023

Traveled extensively in Europe, Canada, the USA and South America to film 12 episodes of the upcoming broadcast sports documentary "The Beautiful Game" for S-Media.

"The Beautiful Game" is a series about how the sport of soccer mirrors the global cultural melting pot through a united love of sport. Each episode of the series will follow an ongoing theme exploring why North America has not performed on the world stage, how do other countries culture of soccer allow them to compete and how do North American countries build a winning soccer culture.

Director - "After Socrates" with John Vervaeke

August 2022 — February 2023

Directed, shot and edited 25 episodes for Award Winning lecturer John Vervaeke.

After Socrates is about how to create the theory, the practice, and the ecology of practices such that we can live and grow and develop through a Socratic way of life.

The series premiered on YouTube to John's following of over 100k followers.

Cinematographer/Editor - "Canada's a Drag"

Shot and Edited four episodes of the award winning series "Canada's a Drag" on CBC.

S01E01 - "Allysin Chaynes"

S01E04 - "Gay Jesus"

S01E06 - "Sofonda Cox"

S02E02 - "Icesis & Savannah Couture, Ottawa"

Film Production Consultant - EQ Bank

January 2021 — March 2021

Consulted with EQ Bank- Canada's seventh largest bank- to build a professional live streaming studio inside of EQ Banks Toronto headquarters.

Engineered a turn key solution that allowed for professional video content to be produced internally. Filmed with CEO Andrew Moore for a variety of Live BNN segments.

Director of Photography - "Fit to be Tied" CBC Short Docs

Fit to be Tied chronicles the journey of Canada's best balloon twisting artists as they take the stage at the 2018 World Balloon Convention in San Diego - the most prestigious event in the international balloon twisting community.

Teams from across the globe are pitted against each other in epic battles of creativity and technique, from short individual twisting competitions to the large sculpture competition - an intense event that sees teams create balloon sculptures as large as a room.

Cinematographer/Editor - Molson Canadian

Worked with agency Virtue to film and edit four commercials for the Molson Canadian Brand.

The spots were shot across Canada and aimed to update what a modern Canadian looked like. One of the spots- "The Reddy's" was chosen to be broadcast during Hockey Night in Canada.

Corporate Knights - 10 Issue Covers

Worked closely with the art director of the magazine "Corporate Knights" to photograph and design 10 magazine issue covers. With a circulation of 126,000+, "Corporate Knights" is distributed in *The Globe and Mail*, *The Washington Post* and *The Wall Street Journal*.

Cinematographer/Editor - Fido "Go Get It"

Traveled to Chile to produce three diverse profiles of exciting individuals using Fido's international roaming feature. The spots were produced by the agency VIRTUE.

"Go Get Eats" follows Montreal chef Marc-Alexandre Mercier on a culinary adventure as he investigates the food and culture in Chile.

"Go Get Beats" journeys with Canadian DJ Bambii as she meets innovative music producers in Latin America.

"Go Get Creative" profiles photographer Jackie Beale as she delves into the lush visuals of South American culture.

Cinematographer/Editor - BUICK ENCORE

Filmed and edited multiple commercials for the BUICK Encore with Maripier Morin. The series of spots were delivered as in both French and English as traditional broadcast commercials, as well as organic social stories.

Education

Cinema Studies, University of Toronto

2004 — 2008

Majored in Cinema Studies, Minored in Cognitive Science

Skills

Adobe Premiere Pro

Adobe After Effects

Adobe Lightroom

Graphic Design

Adobe Photoshop

Motion Graphics

Live Streaming

Live Editing