Paul
Mathisen

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GoPro Subscriber Sessions

Role

Senior Designer

Duration

December 2022 –
August 2023

Tools Used

Figma
After Effects

Base Badges

GoPro SUBSCRIBER SESSIONS

GoPro SUBSCRIBER SESSIONS

Event Badges

GoPro SUBSCRIBER SESSIONS

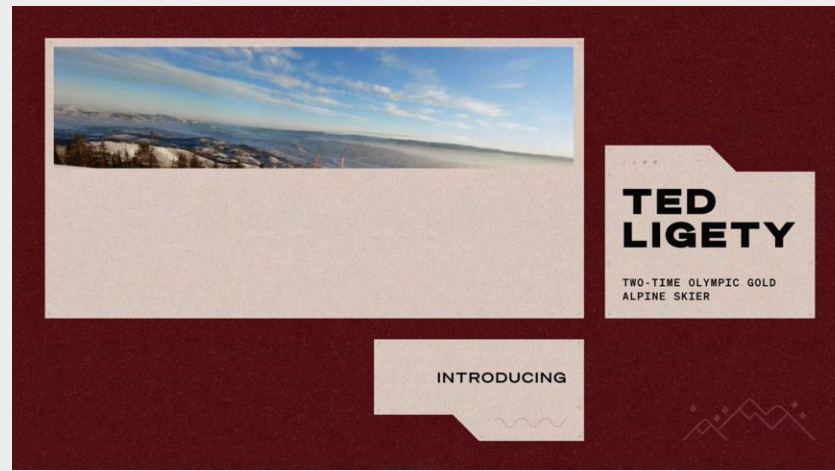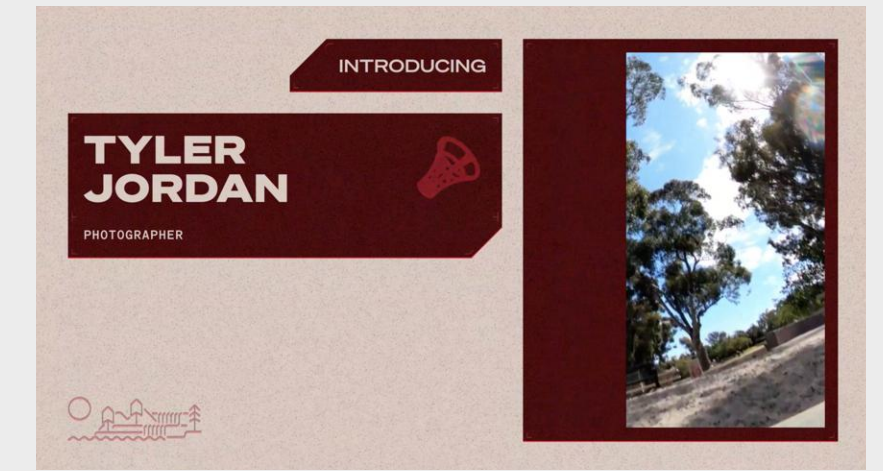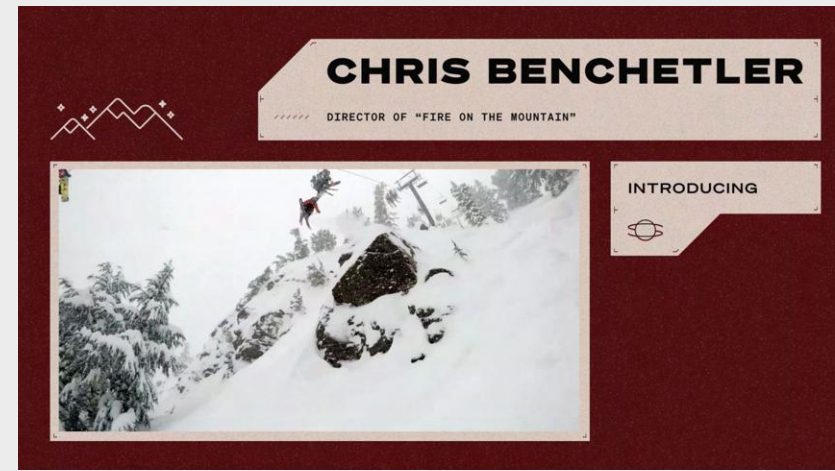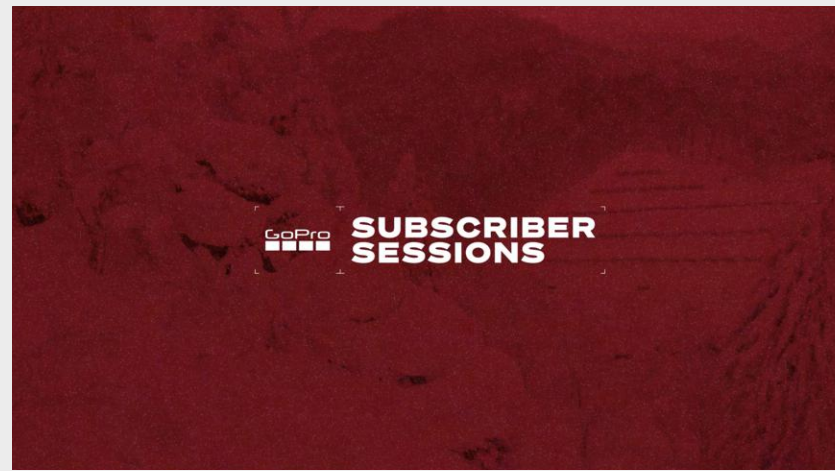**GoPro** SUBSCRIBER SESSIONS
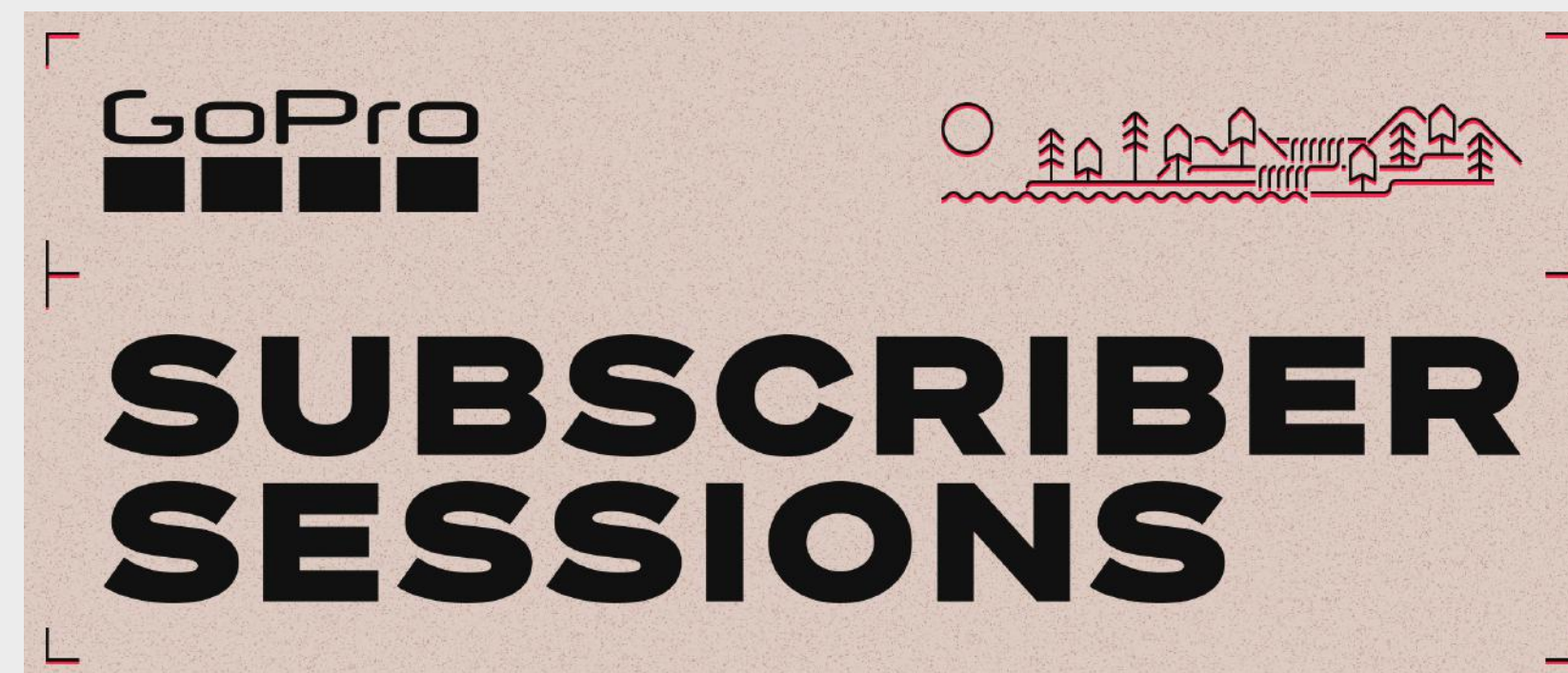
As part of an effort to drive more customers to the subscriber offering, the Events Team at GoPro created Subscriber Sessions– a series of livestream events showcasing exclusive talks from athletes and creatives.

I led the branding, art direction and motion design work for all Subscriber Sessions events. On top of the base identity, each individual event had a specific art direction relating to it's theme. A package of both static and motion assets

were created for each iteration– from the sign-up website, to the social promotion, to the motion graphics that would play during the event itself.
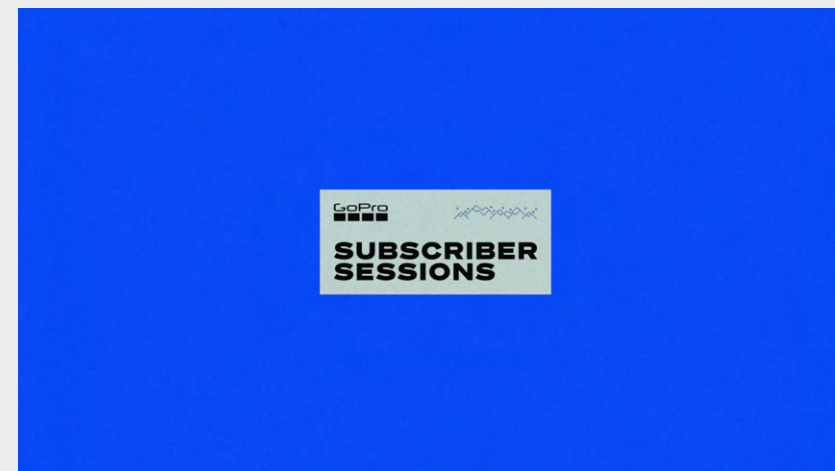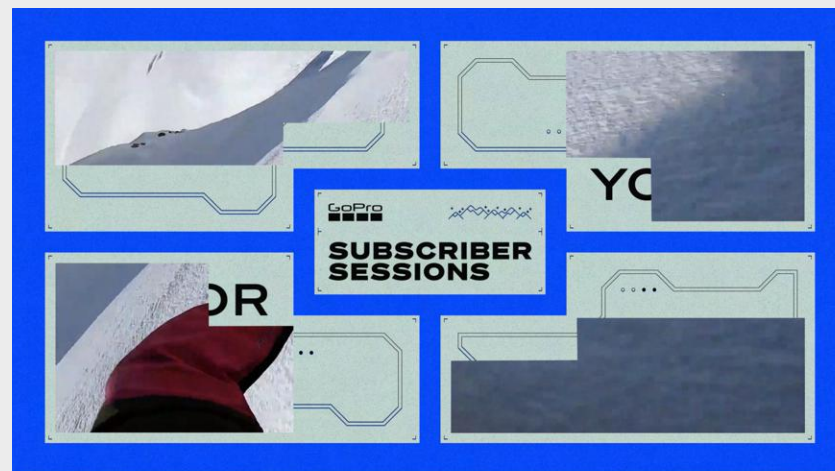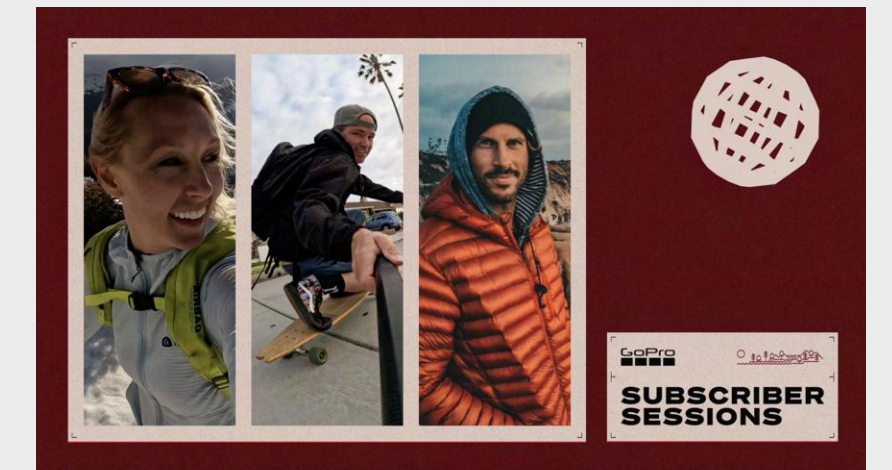
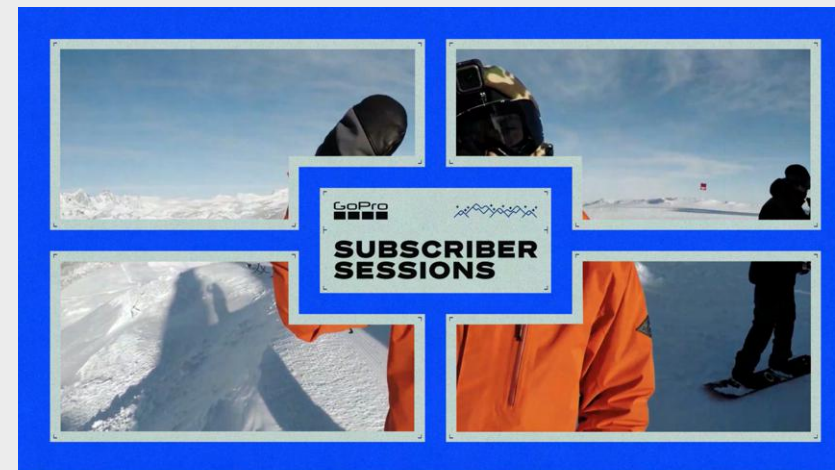Countdown video that played prior to the event.
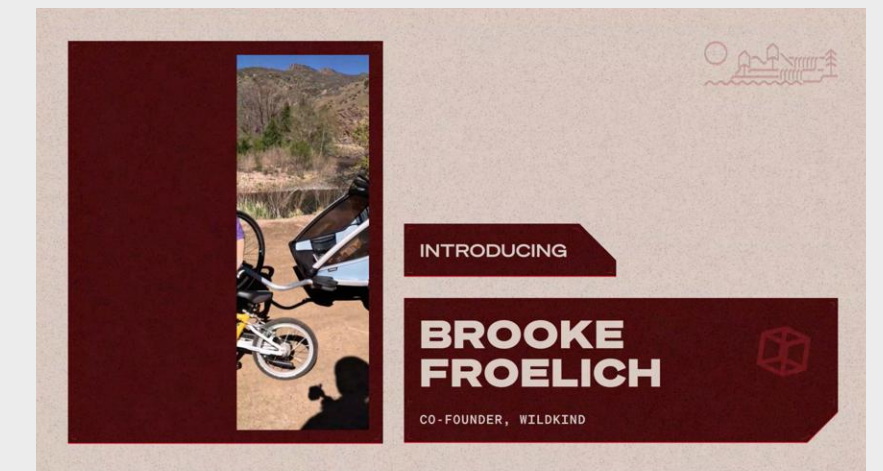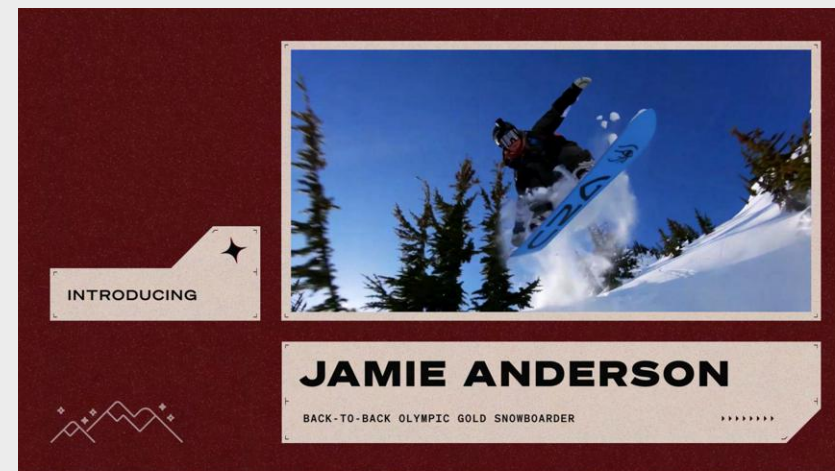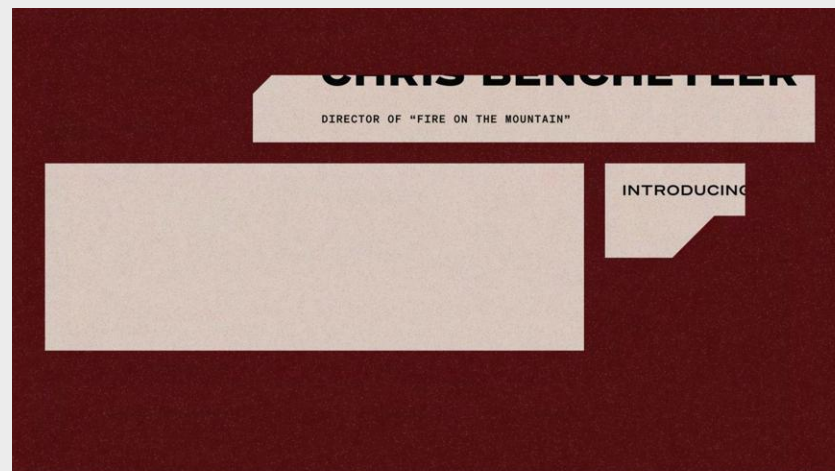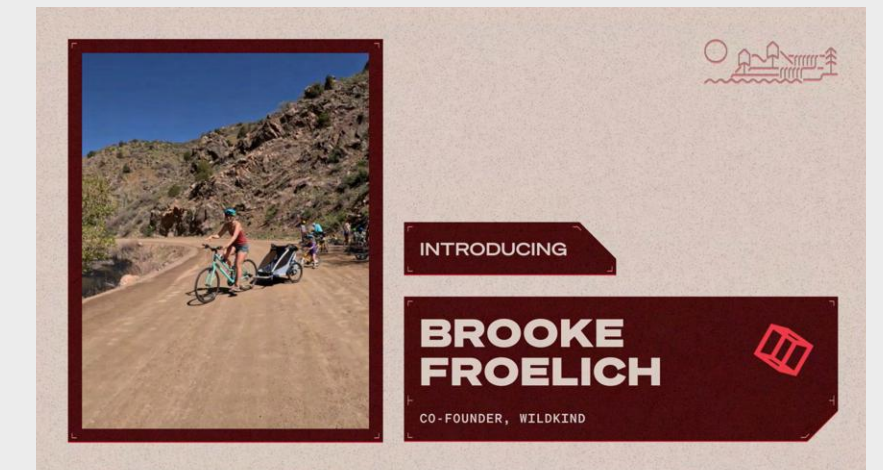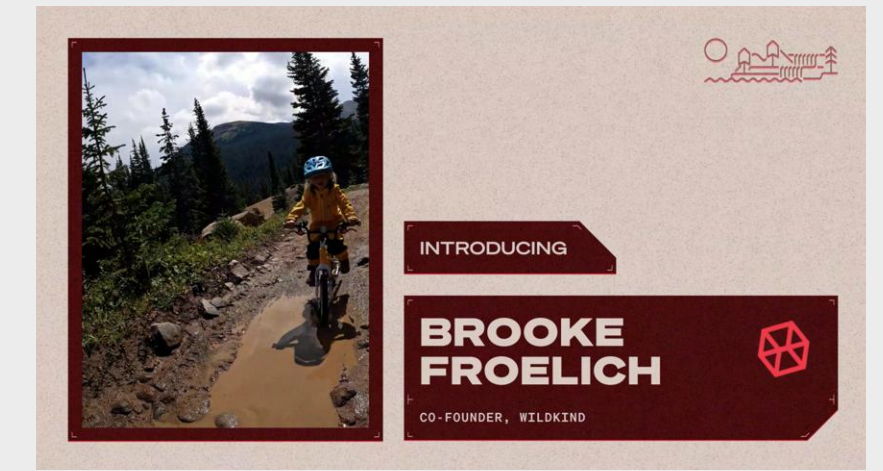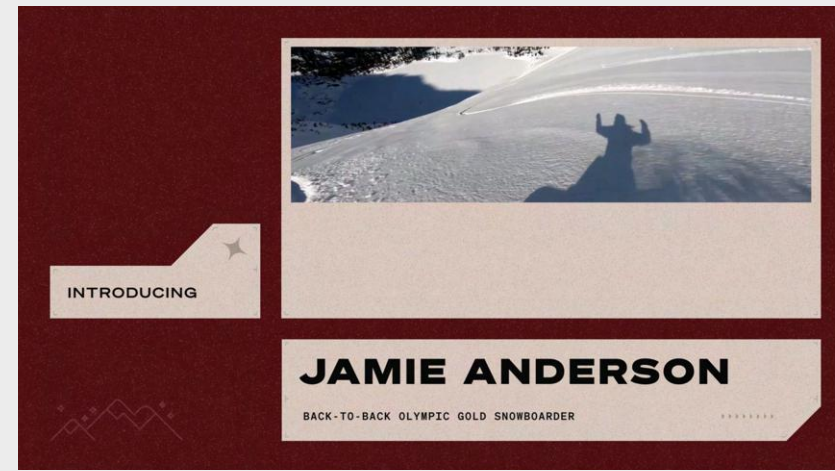
Introductory videos that were made for each event speaker.
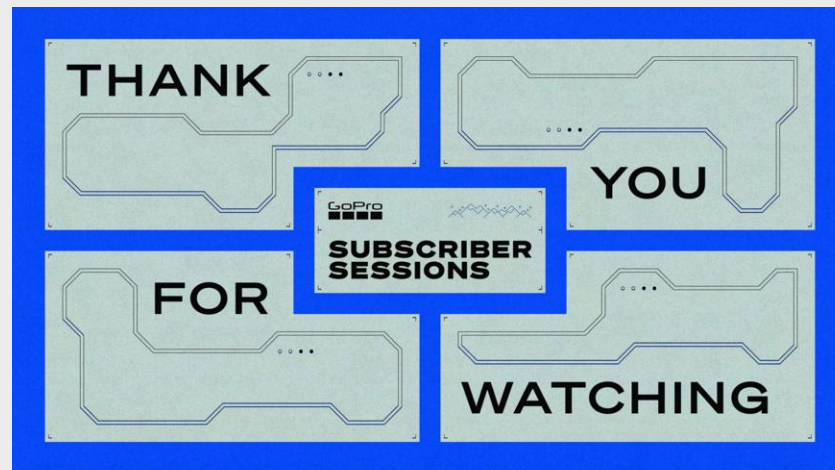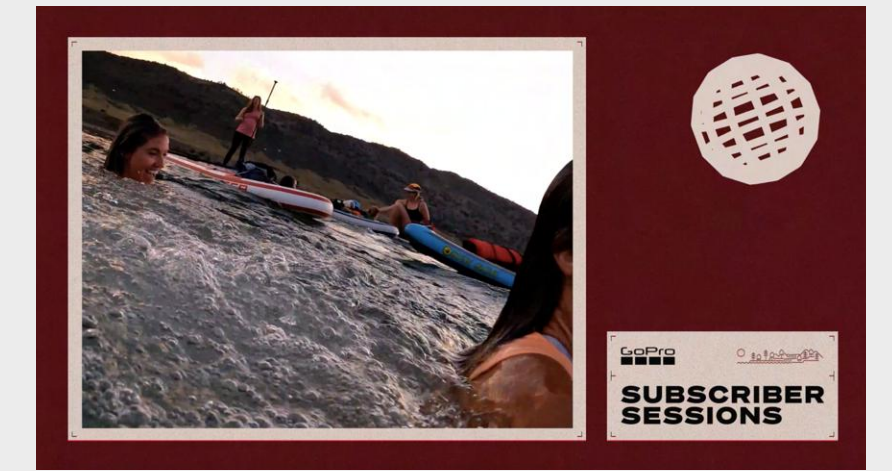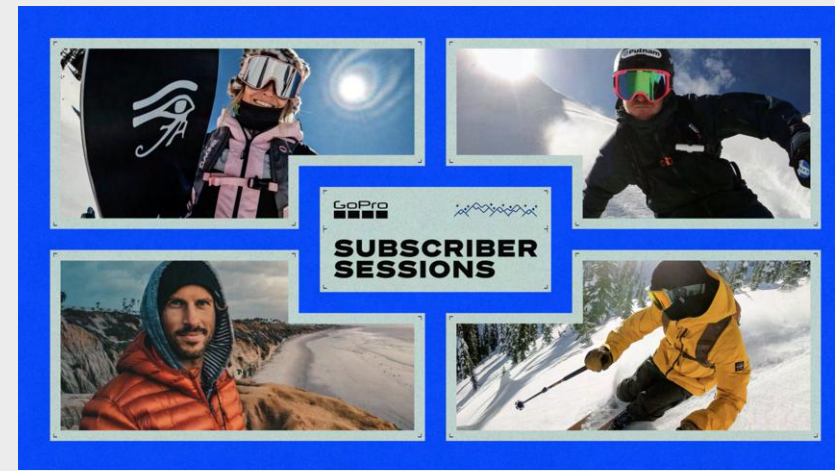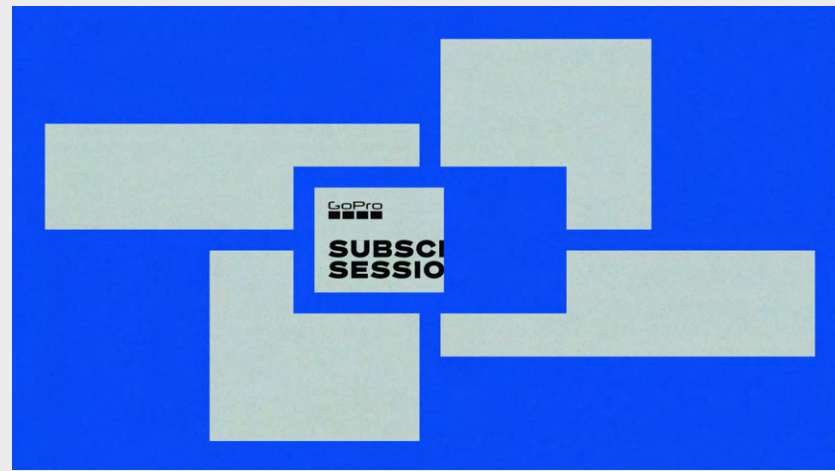
Outro videos that played after the event had finished.
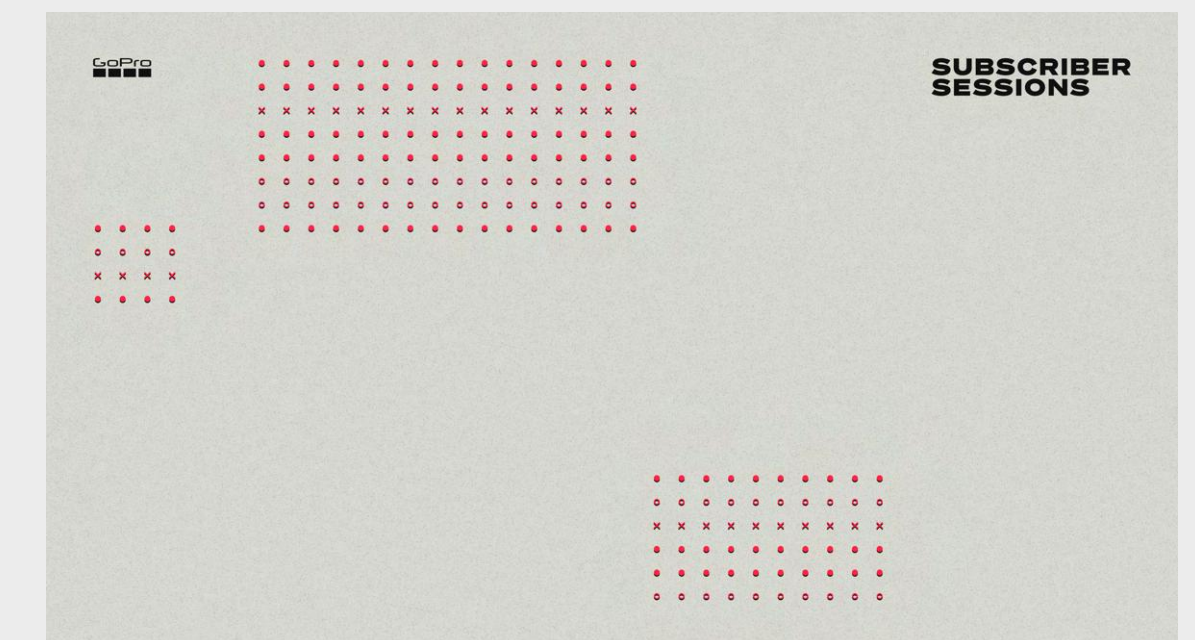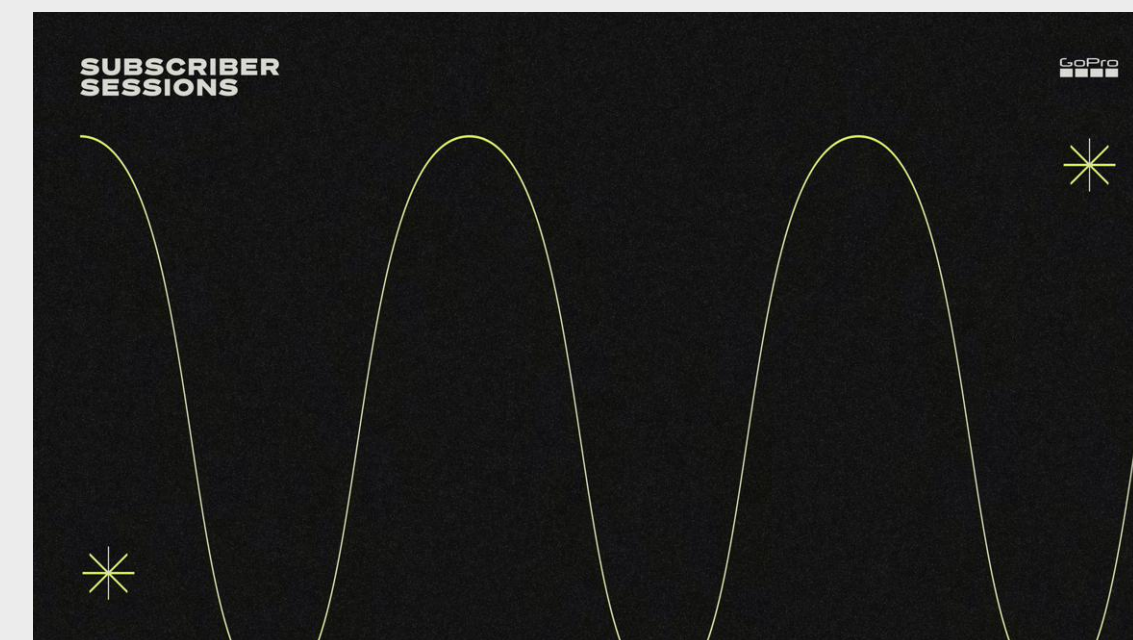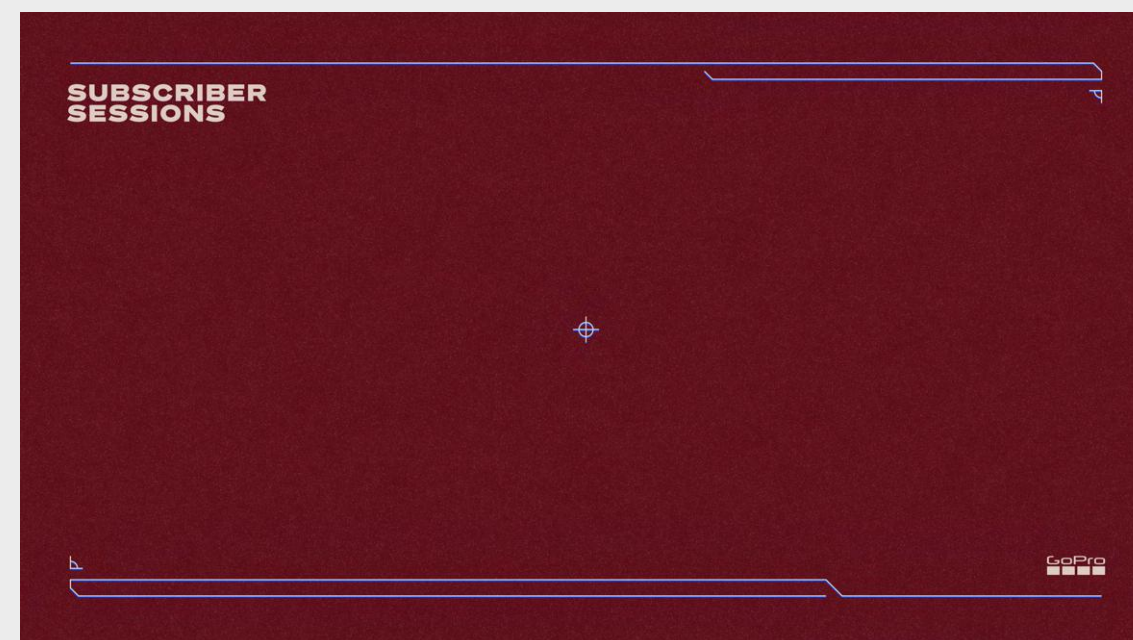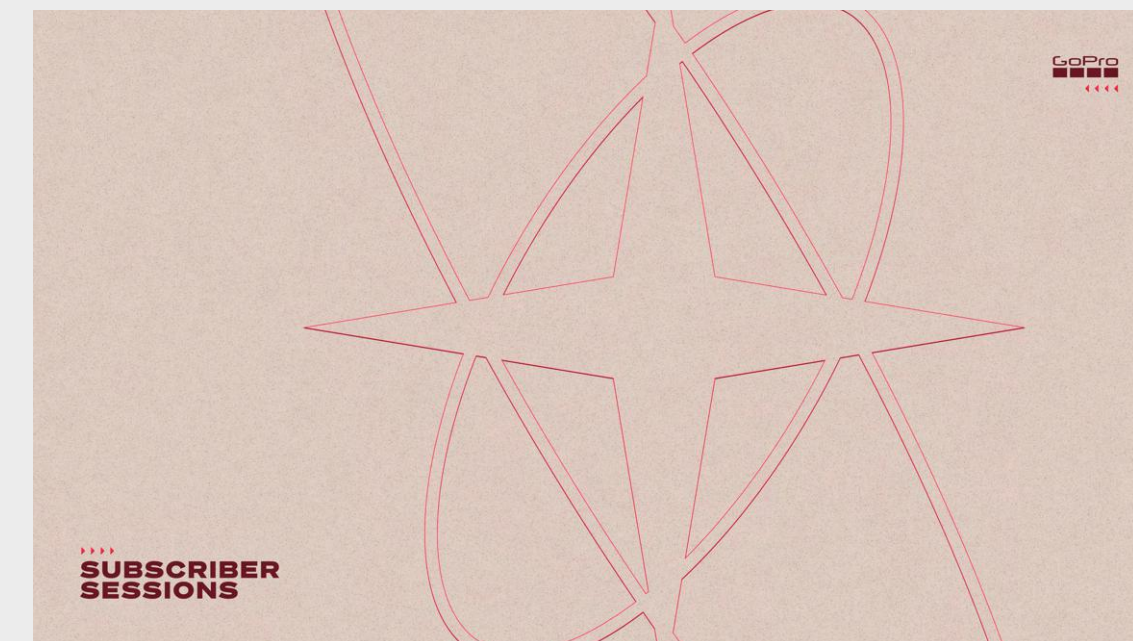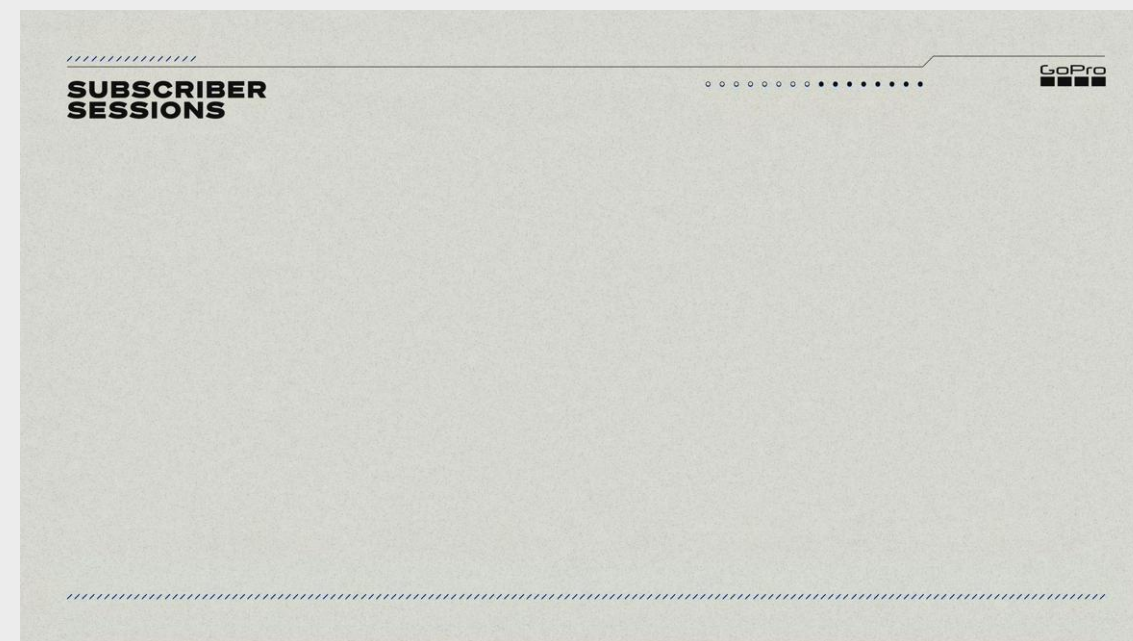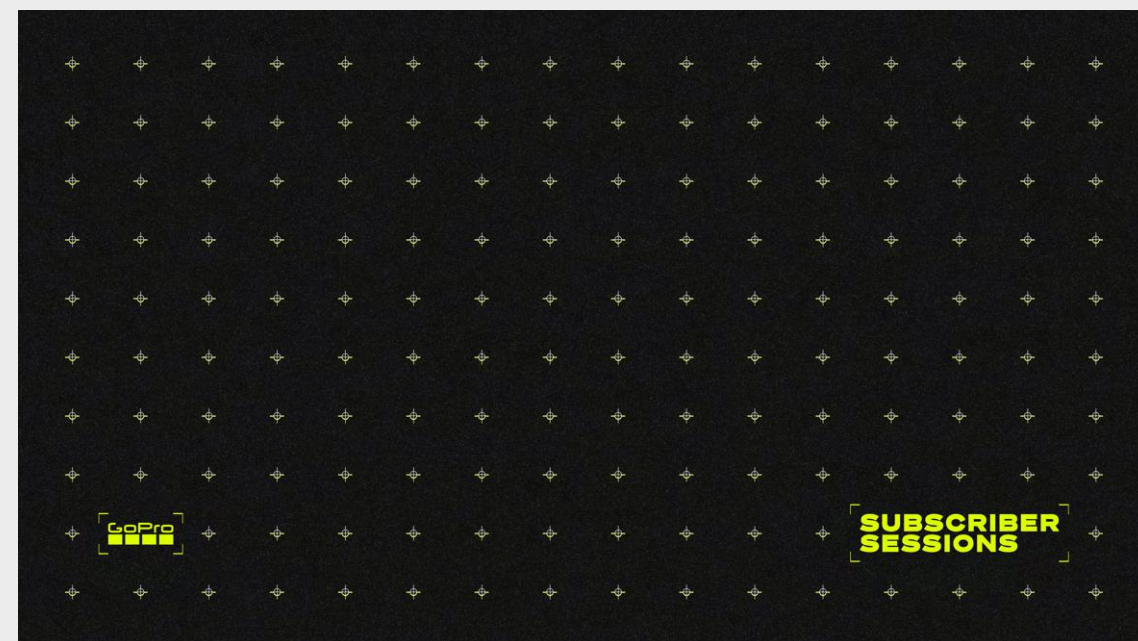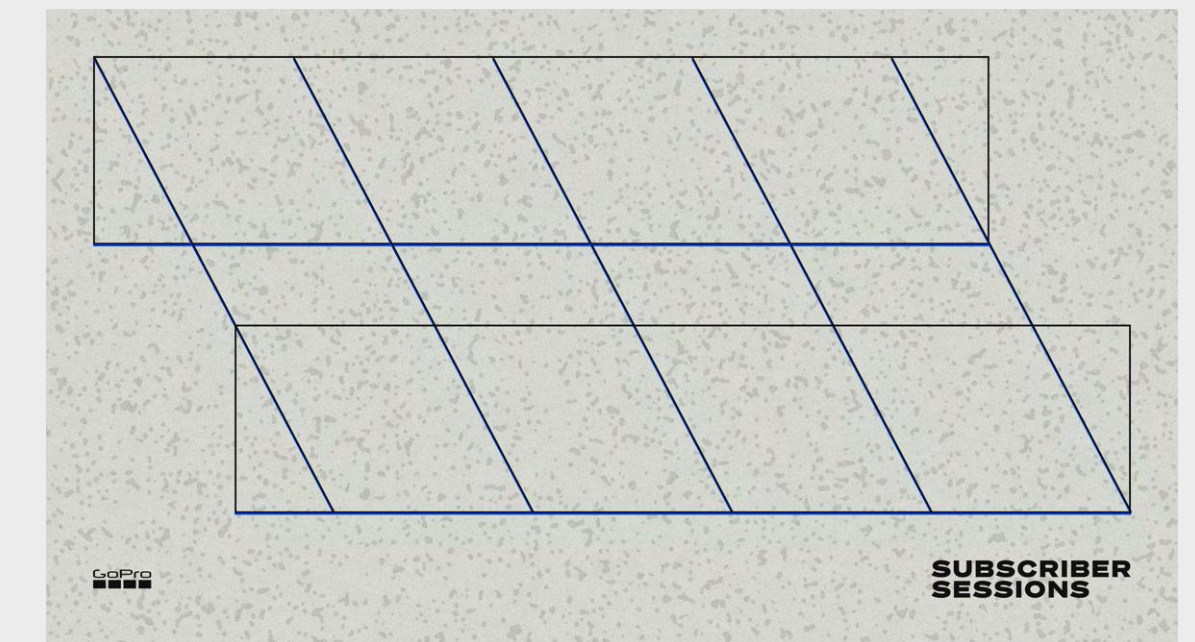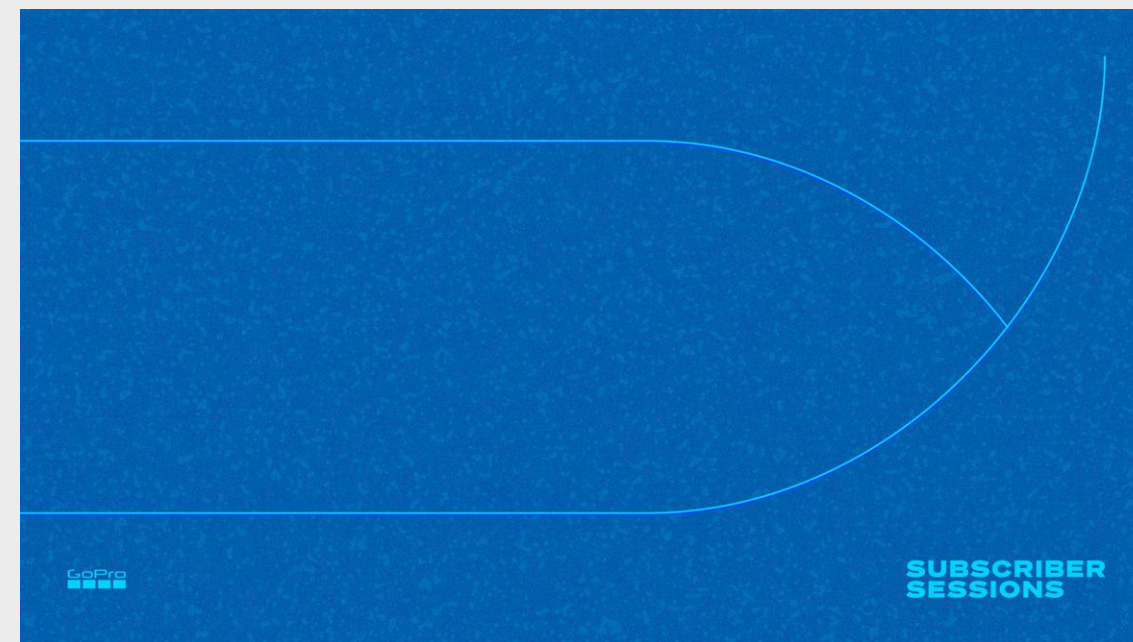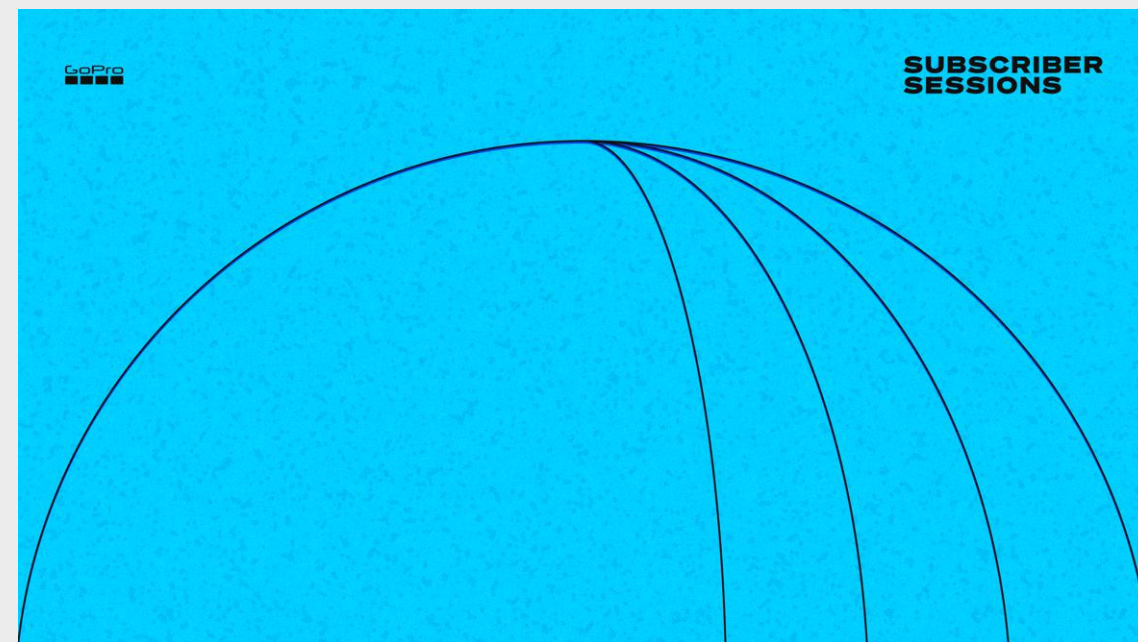
A series of static backgrounds were created for speakers to use during their event segments.
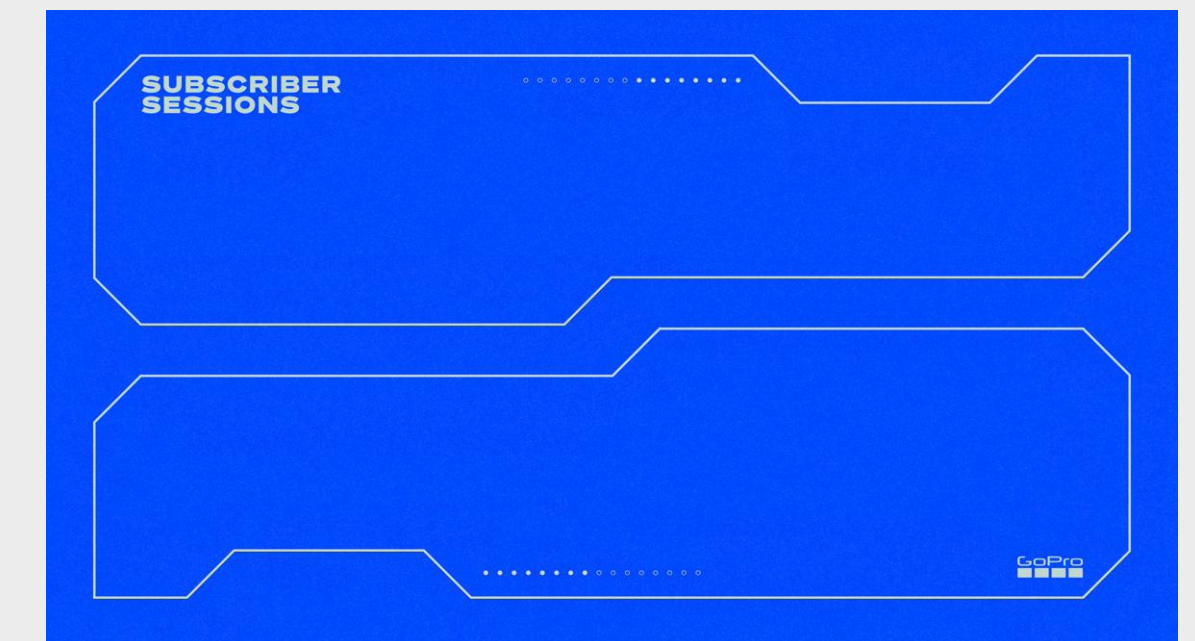
Lower Thirds

JAMIE ANDERSON
BACK-TO-BACK OLYMPIC GOLD SNOWBOARDER

TED LIGETY
TWO-TIME OLYMPIC GOLD ALPINE SKIER

BROOKE FROELICH
CO-FOUNDER, WILDKIND

TYLER JORDAN
PHOTOGRAPHER
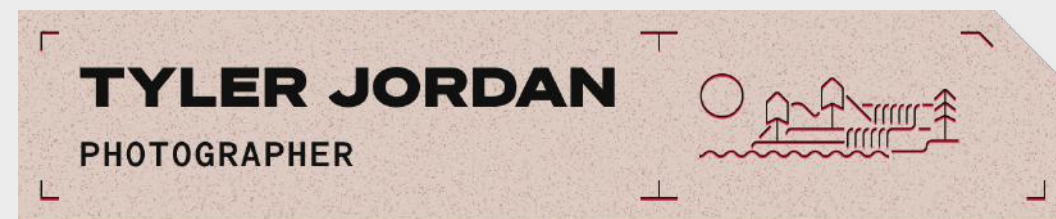
Sign Up Website Visuals
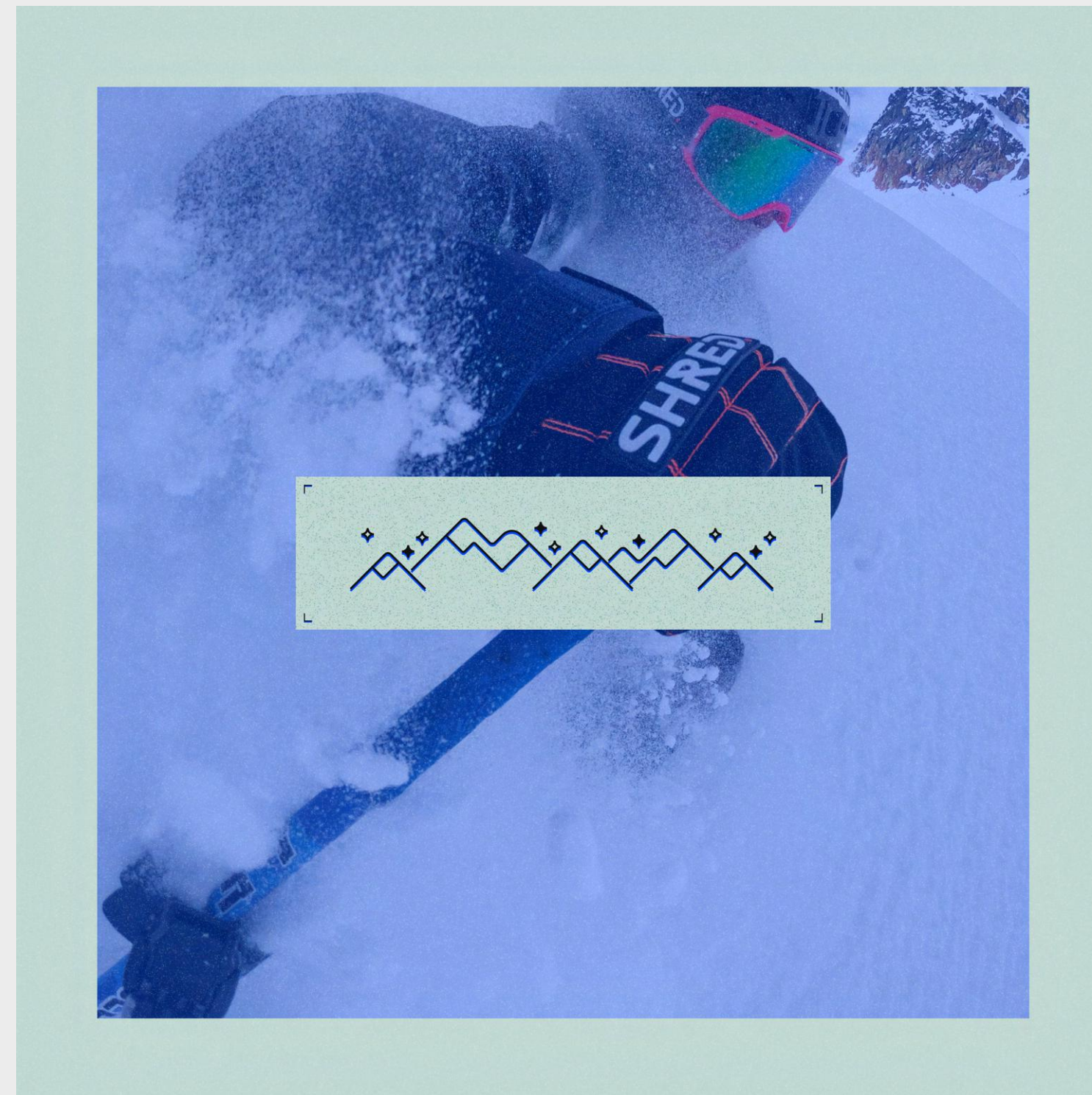
The team used Brandlive to host the livestreams, and were able to track metrics like total viewers, average view time, and total comments posted. All events clocked in at having multiple hundreds of viewers and an average watch time of over 30 minutes, making them among the most successful digital events in GoPro's history.