

MUSIC AND MOTION DESIGN

We help our clients engage their audience by developing a tightly paired sight and sound content experience.

We pride ourselves on our broad spectrum portfolio, including music videos, lyric videos, branded content, and more. If we can enhance the connection between music and visuals, there is a Chromatica opportunity.

We are wild for color, shapes, light, and the magic of bringing an abstract concept to life through our production process.

WHAT'S IN THE NAME?

"Chroma" as in color and "Chromatic" as in the musical scale, we integrate design with music across various spectrums.

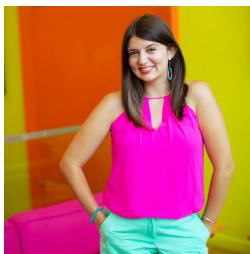
The sound, groove, and pacing of a song lends itself to visual expression, and we love to explore that connection any opportunity we have.

OUR SERVICES

The song is the heart of our production.

The music track drives concept development and content creation. We design for the mood, animate to the beat, and edit to the arrangement.

Our Software: Logic, Final Cut Pro X, Adobe Premiere, After Effects, Photoshop, Illustrator, and more.



Joanna Newman - CEO / Creative Director, Motion Graphics Animator

Chromatica is the vision of Joanna Newman, a lifelong musician and experienced motion graphics artist.

From the early age of 3 years old, Joanna was playing the piano keys. Her continued 25+ years of study and performance in classical piano formed her deep understanding of the building blocks of music. In addition, her coursework in music production software from Dubspot and NYU, give her a unique perspective into contemporary song arrangements and the sonic landscape of today.

Joanna received her B.F.A. from NYU's Tisch School of the Arts for Film & Television. With her film background, she has a broad perspective of the entire production pipeline. She can focus on each frame of a complex shot, yet switch gears to see the big picture.

Joanna's career path has developed over the last 10 years as a designer, motion graphics animator, and composer with experience at top companies in New York City, Los Angeles, and Silicon Valley. In addition, Joanna's clients come to her for concept development and creative solutions.

[personal website](#)



Mo Mihalik - Executive Producer

Production is handled under the care of Mo Mihalik, a digital producer with a strategy/research background that helps support the animation studio and new business needs. Mo's experience hails from New York City agency life and shops in Los Angeles. She also has a second career as a vocalist. She's truly a producer by day and a popstar by night.



The Team

Chromatica has strategically selected experienced and talented creative specialists for our clients' needs. Our extended team has worked on influential projects and campaigns viewed all over the nation.

SEE US IN ACTION

OUR WORK