

George Smith

Motion Graphics Designer

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Profile Summary

Creative and detail-oriented Motion Graphics Designer with over 5 years of experience in developing animated graphics and videos for renowned brands. Adept at using innovative video editing software to create visually stunning and engaging content that elevates brand identity. Award-winning designer known for delivering projects ahead of time that consistently surpass client expectations.

Work Experience

Senior Motion Graphics Designer

Roots Media

March 2021 - Present

- Led a team of 5 designers to produce high-quality motion graphics content, achieving a 25% increase in project turnaround times.
- Collaborated with marketing team to develop visually appealing animations that enhanced brand storytelling, resulting in a 15% increase in audience engagement.
- Streamlined the production process by implementing new software tools, reducing animation development time by 30%.

Motion Graphics Designer

Pixel Studios

June 2017 - February 2021

- Created over 100 unique motion graphic pieces for top-tier clients, contributing to a 20% increase in annual revenue.
- Spearheaded a project that won the 'Best Digital Animation' award at the 2020 Media Innovators Conference.
- Worked closely with clients to understand their vision, resulting in a 95% customer satisfaction rate.

Education

Harvard University

Bachelor of Fine Arts in Digital Media

1st Sep, 2013 - 31st May, 2017

Skills

Adobe After Effects, Cinema 4D, Illustrator, Photoshop, Video Production, Creative Direction, Project Management

Notable Projects

Virtual Reality Experience for XYZ Brand

Designed a cutting-edge virtual reality motion graphic experience for XYZ Brand's new product launch, enhancing user experience and receiving widespread acclaim.

Animated Series for ABC Network

Developed an award-winning animated series for ABC Network, increasing their viewer engagement by 30% and expanding their digital audience.

Certifications

Certified Motion Graphics Artist

Issued by Design Professionals Association, 10th Jun, 2019

Awards

Best Digital Animation

Awarded by Media Innovators Conference, 15th Nov, 2020