

SENIOR MOTION DESIGNER | AI VIDEO PRODUCTION

AI Video Generation – Motion Design – Brand Storytelling – Post-Production

Motion designer with 10+ years producing video for broadcast, tech and gaming brands, now directing AI-generated video from prompt to polished deliverable. Pairs hands-on generative tools (Runway, Claude, ChatGPT) with a deep foundation in After Effects and Photoshop to create AI video that looks intentional, stays visually consistent and is finished to agency standards. Experienced leading designers, working within brand guidelines and delivering campaigns on tight deadlines for clients including Meta and Volvo.

CAREER HIGHLIGHTS

- **AI VIDEO:** Runway | Claude | ChatGPT | Prompt Design | Reference-Image Workflows | Product & Character Consistency
- **POST-PRODUCTION:** After Effects | Photoshop | Illustrator | Cinema 4D | Figma | Motion Tracking | Compositing | Color
- **CREATIVE:** Storyboarding | Motion Graphics | Animation | Narrative Storytelling | Brand Guidelines | Team Leadership

AI Video Project

AUREL – Spec Commercial | Personal project

Oct 2026

- Concepted, storyboarded and produced a 12-second commercial for a fictional premium sparkling-water brand using Runway, Claude and ChatGPT.
- Built a reference-driven workflow (locked product master, character reference, photoreal style frame per storyboard) to keep the product and talent consistent across every shot.
- Troubleshot generative artifacts (warped labels, sketch style bleeding into footage, props changing between generations) and finished in After Effects with motion tracking, label replacement, color correction and end-card graphics.

Professional Experience

SAS | Cary, NC (Hybrid)

Jan 2026 – Present

Sr. Digital Designer (Contract)

- Design and animate sponsorship videos for trade show and event signage, including SAS Innovate and the SAS Championship golf tournament.
- Produce client partnership ads for signage and broadcast commercials, including spots for the SAS and Liverpool Football Club partnership.

Grover Gaming | Raleigh, NC (Remote)

Apr 2023 – Nov 2025

Lead Motion Graphic Designer

- Led creative direction and production of promotional and explainer videos for new game launches, keeping brands consistent across digital, social and event channels.
- Designed large-scale motion displays for trade shows and introduced social content workflows that improved delivery speed and cross-team collaboration.
- Partnered with product and sales teams to turn complex game features into clear, compelling visual stories.

Freelance | Raleigh-Durham, NC

Sep 2022 – Mar 2023

Motion Designer

Avanade (Accenture & Microsoft joint venture) | Raleigh, NC

Jun 2021 – Sep 2022

Sr. Consultant, Motion Graphic Designer

- Guided a small team of designers through concept development and production for a major Meta project, providing creative direction and feedback.
- Directed motion design for global clients, including Volvo, delivering campaigns across digital and broadcast channels.
- Built motion systems and storytelling frameworks aligned with client brand guidelines and marketing goals.

SportsMEDIA Technology (SMT) | Durham, NC

Oct 2013 – Jun 2021

Motion Graphic Designer

- Designed and animated broadcast packages, arena displays and live-event visuals for major sports brands, including touchscreen graphics for the 2016 Olympics.
- Developed motion graphics systems adaptable to multiple clients' branding and supported on-site execution of real-time displays.

Education

Savannah College of Art and Design | [B.F.A. in Animation](#) – Savannah, GA