Katelyn Jones

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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 concept to polished deliverable. Builds end-to-end AI pipelines (storyboards, reference images, prompt design, Runway generation, After Effects finishing) that keep products and characters consistent shot to shot. Experienced leading designers and delivering on-brand 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 | Art Direction | Character Design | Motion Graphics | Animation | Brand Guidelines | Team Leadership

AI Video Projects

Wakey Bean – AI Social Campaign | Personal project — Oct 2026

- Art-directed an animated social spot and Instagram posts for a fabricated coffee brand, starring a clay mug mascot created in ChatGPT and animated in Runway.
- Redesigned the mascot from a coffee bean to a mug after testing, then locked a character sheet and style frames for consistency; guided the packaging with a Photoshop draw-over.
- Directed Runway generations for character performance and liquid motion, and finished in After Effects with transitions, a product end card and social cut-downs.

AUREL – AI TV Commercial | Personal project — Oct 2026

- Concepted, storyboarded and produced a 12-second commercial for a fictional sparkling-water brand using Runway, Claude and ChatGPT.
- Built a reference-driven workflow (locked product master, character reference, style frame per storyboard) to keep product and talent consistent.
- Fixed generative artifacts (warped labels, style bleed, shifting props) and finished in After Effects with tracking, label replacement, color 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.
- Produce partnership ads for signage and broadcast, 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 game launches across digital, social and event channels.
- Designed large-scale trade show motion displays and introduced social content workflows that sped up delivery and collaboration.
- Partnered with product and sales teams to turn complex game features into clear 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 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