

# KATELYN JONES

## MOTION GRAPHIC DESIGNER

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A designer who is skilled at being resourceful and relentlessly driven to strive for innovative solutions. Not satisfied with "it's how we've done it in the past" answers to creative challenges. Push the limits on 'standard' deliveries to elevate both the company's value and the client's expectations. Merge creativity and technology to reinvent consumer consumption.

### SKILLS

Photoshop, After Effects	Coding: Python, HTML, CSS	Continuous Growth
3D Graphics: Maya, Cinema4D	MAC/PC	Creative Solutionist
Adobe Creative Suite	Microsoft Office Suite	Collaborative Team Member

### PROFESSIONAL EXPERIENCE

#### Motion Graphic Designer

Oct. 2013 - Present

SMT (SportsMEDIA Technology), Durham, NC

- Creating new ideas for moving graphics and executing designs in innovative ways to promote a client's message.
- Work with branding guidelines to successfully represent the client and their brand.
- Collaborate with the design team and R&D department to push the possibilities of client products.
- Communicate directly with engineers and software developers to format and deliver artwork to be used in SMT products.
- Clients worked with, but are not limited to:  
NBC, NASCAR, NBA, Hi-Rez, Red Bull, Warner Brothers, OSCARS, HBO Boxing, and the NFL.

### PROJECT EXPERIENCE

#### LEAD ARTIST

#### Promotional Marketing Videos

2018

- Crucial in establishing new marketing incentive by collaborating with the sales and development team to create informative and dynamic marketing videos.
- Partnered with the client account managers at SMT's Jackson, FL office to develop a tool for the sales team to help pitch company products as well as educate current clients on other product opportunities.

#### LEAD ARTIST

#### China Open

2017

- Worked directly with the China Open production team, providing suggestions and collaborating with their design team to provide an innovative in-stadium experience.
- Developed 8 integrated displays which played throughout the stadium.

#### LEAD ARTIST

#### Western & Southern Open | Cincinnati, OH

2017

- Spent 9 days on-site during the live tournament broadcast working with the production team and client representatives to quickly respond to changes in the event and client initiatives.
- Responsible for roughly 40 animations for various displays around the tournament grounds.

#### DESIGNER & ANIMATOR

#### American Flag Football League

2017

Created a whole broadcast and stadium graphics package for a brand new sport

#### DESIGNER & ANIMATOR

#### U.S. A Olympic Touch Screen Displays

2016

Collaborated with developers to design and animate a data center display

#### DESIGNER

#### Red Bull Battle Grounds: SFV

2016

Created tournament screens and broadcasting graphics in the Red Bull brand

#### LEAD DESIGNER

#### NBC Prompter Screens

2015

Completely redesigned NBC's prompter screens for NFL, NASCAR, Golf, & NHL production crew

## OTHER WORK EXPERIENCE

### NATIONALLY CERTIFIED TUTOR

Sept. 2011 - May 2013

Savannah College of Art and Design, Savannah, GA

- Helped struggling students learn programs such as Photoshop, Illustrator, After Effects, and Maya.
- Organized personal training sessions, catering to the student's specific needs.
- Attended tutor training seminars to gain better knowledge and tools to help students.
- Received College Reading and Learning Association Tutoring Certificate.

## EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN | Savannah, GA

May 2013

B.F.A in Animation | Graduated Magna Cum Laude with honors

**Summer 2012**

CGSociety Workshop: Compositing For Feature Animation

**Spring 2012**

Disney Imagineering Off-Campus Experience

**Spring 2011**

Hong Kong Study Abroad