




-  MOBILE (585) 703-0921
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3 WORDS TO DESCRIBE MYSELF

Optimistic, vivacious, and incredibly outgoing!

WORK EXPERIENCE

2022-current **Big Lots**

Senior Digital Designer

Primarily creating paid advertising for various platforms including FB, IG, TT, YT, and Pinterest. Also create banner ads and organic social posts.

2018-2022 **L'Oreal - IT Cosmetics**

Motion Graphics Designer & Video Editor

Create paid & organic social for all channels, educational PDP videos, and internal video presentations. Storyboarding, art direction, video editing, motion graphics, and creating a simplified editable file for global markets to update were all under my umbrella of responsibility.

2016-current **CaitieFranny MoGraph**

Motion Graphics Designer, of course!

This encompasses the variety of freelance work I do under my LLC, ranging from paid & organic social posts, to explainer videos & video graphics.

2017-2018 **Hearst Digital Media**

Motion Graphics Designer

Mainly worked on the Harper's BAZAAR and Popular Mechanics Snapchat Discover channel, animating 28+ "topsnaaps" per week. Time management was crucial, and fresh ideas were necessary to keep millions of weekly viewers engaged.

2015-2016 **Refinery29**

Motion Graphics Designer

Conceptualized and animated a wide variety of 2D and 3D graphics for videos posted to Facebook, YouTube, Refinery29.com, and internal videos.

2013-2015 **Bandsintown/Cellfish Studios**

Graphic Designer

Designed Android Live Wallpapers for top brands. Aided in web design. Created various pitch documents and animated promotional videos.

EDUCATION

2009-2013 **BFA - New Media Design**

with a concentration in Communication

Rochester Institute of Technology

3.6 GPA, Dean's List

"At the intersection of visual communication, design strategy, and user experience design, this new media design degree produces innovative creators of next gen digital media." - rit.edu









SKILLS

2D Animation · Video Editing · Art Direction
Storyboarding & Concepting · Music Sourcing
Illustration · Typography · Graphic Design
Color Theory · Sound Design · Content Creation
3D Modeling & Animation · Character Animation
Paid & Organic Social · Explainer Videos · Sizzles

So, why should you hire me?

I am a bubble of positive energy, and I love putting that positive energy into my work! I am extremely passionate about the creativity and problem solving that is an integral part of motion graphics design. I'm eager to continue learning and growing, not only as a designer, but as a person.

THESE ARE A FEW OF MY FAVORITE THINGS

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|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
|  my vizsla, Gryffin |  fitness |
|  coffee |  outdoor adventures |
|  star gazing |  cooking |
|  bicycling |  reading |

