

Jacki Reed

Motion Designer & Video Editor

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EDUCATION

Motion Design and Illustration, School of Motion, July 2020 – April 2024.

- Certifications: Intro to Adobe Photoshop and Illustrator (September 2020), Intro to After Effects (January 2021), Principles of Animation (March 2021), Intro to 3D Animation (April 2024)

BFA in Animation, University of Louisiana at Lafayette, August 2014 – May 2018.

EXPERIENCE

Lead Motion Designer and Editor, Folk Riot, LLC, September 2024 - Present.

- Produces motion and video content for the editorial website, social media channels, digital marketing, advertising campaigns, trade shows, and live cultural events.
- Develops and edits web assets, mood boards, style frames, vector and raster graphics, motion guidelines, and video projects for company initiatives and partners.

Junior Motion Designer, The Design and Branding Company, September 2022 - November 2023.

- Led animation projects in multiple mediums including company ads, case studies, infographics, motion templates, brand messaging, social media, and more for companies including Spotify, Brooklyn Legal Services Corporation, Bank of America Breakthrough Lab, North End Teleservices, and DBC.
- Co-led motion design team to achieve a 20% open rate, 23% clickthrough rate, 1.5 million impressions, and win the Silver Davey Award for the Sophia Learning Campaign.

Video Production Intern, World Resources Institute, October 2021 – March 2022

- Served as Producer and Editor on various video and motion design projects for company partners and initiatives including The Food and Land Use Coalition and Land & Carbon Lab.
- Edited webinars for institutional programs, international offices, and global partners.
- Championed a new Communications product for inclusive reporting, policies, and accommodations among staff, partners, and stakeholders increasing efficiency.

Marketing Intern, Lloyd Bourgeois, LLC, May 2019 – September 2019

- Producer and Editor for a 5-part informational video series that targeted prospective clients.
- Director of the firm's divorce practice website, creating engaging content to increase website traffic and social media engagement.
- Led video marketing campaign through Google AdWords.

Freelance Artist, Jacki Reed, LLC, May 2015 – Present.

- Prepped and animated motion design projects according to brand guidelines at Fat Happy Media.
- Designed and illustrated the cover art for the debut album "Historia" by artist, Tyler Nowell.
- Served as lead design consultant for Comparative Woman Journal.
- Produced, mixed, and provided voice-over and foley for several audio projects.

SKILLS

- **Animation/Design/Film:** motion graphics, 2D/3D animation, logo animation, kinetic typography, pre-compositing, chromakey, storyboarding, vector art, illustration, studio arts, mixed media, photography, video editing, screenwriting, directing, brand strategy voice-over.
- **Programs/Equipment:** Adobe Creative Cloud, Adobe After Effects, Adobe Premiere, Cinema 4D, Adobe Illustrator, Adobe Photoshop, Adobe Audition, Microsoft 365, Google Workspace, Asana, PCs, Macs, Windows, Android, iOS.