

Ellis Murray

Motion Designer

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Summary

Highly creative and multitalented 2D motion design generalist possessing 5 years of agency and in-house experience. Bringing a solid foundation in design, illustration, composition, photography and production on top of motion design skills. Strong conceptual thinker and communicator who's dependable, positive, open-minded, and able to work under pressure and tight deadlines.

Skills

- 2D Motion Design, Basic 3D Modeling, Video Editing, Graphic Design, Illustration, Photography, Video Production

Toolbox

- Design Tools: After Effects, Premiere Pro, Illustrator, Photoshop, Audition, Figma, Sketch, Procreate
- 3D Tools: Cinema 4D, Redshift, Trapcode, Magic Bullet
- Workspace tools: Wrike, Hive, Basecamp, Brandfolder, Slack, Google Workspace
- Other tools: HTML, CSS, Wordpress, Squarespace

Work Experience

Motion Design Lead

OneTen Creative (DISH Network) | Full-time | 2022 - Current

- Experience creating a variety of motion assets from concept to final delivery, within a small internal creative team resulting in engaging advertising content.
- Established, defined and maintained brand motion toolkits for Sling TV and annual trade show events to facilitate smooth handoffs of files to collaborators.
- Led design review meetings and effectively communicated design rationale to teammates to get buy-in from partners and creative leads.
- Took campaigns from start to finish across social, digital, and CTV with consistency and attention to detail achieving key benchmarks and audience engagement.
- Ability to work fast under pressure while leveraging the latest trends and emerging technologies like AI.
- Mentored more junior colleagues by creating a weekly mentorship program to discuss motion tips, tricks and inspiration, further developing skills and capabilities of the in-house agency.
- Led in-house productions, captured original content for brand social, driving 15k+ landing page views and reducing the overall CPLV from \$6 to \$0.26.

Motion Designer

OneTen Creative (DISH Network) | Contract to Full-time | 2021 - 2022

- Created engaging social-first content for multiple lines of business within DISH Network's in-house agency.
- Expanded role from a static social designer to a motion design specialist role.
- Developed templates and streamlined workflows for motion graphics projects within the agency.
- Developed a comprehensive motion graphics package and motion guidelines for Sling TV.
- Demonstrated ability to successfully produce creative from conception to completion under tight deadlines and little supervision.
- Learned excellent communication skills and comfortability working quickly and independently.

Designer

Oblique Design | Contract | 2020 - 2021

- Created logos, web layouts, and animations to meet client requests under tight 24 hour turnarounds.
- Effectively communicated design rationale and concepts to agency clients helping create additional work for the agency.

Marketing Coordinator

Resilience Code | Full-time | 2020 - 2021

- Created and executed marketing materials for social media, email campaigns, and the company website.
- Applied diverse marketing strategies to attract new clients and investors.
- Responsible for in-house video and photography to advertise and launch product offerings across social media profiles and digital channels.

Graphic Designer

University of Wyoming On Campus Events | Part-time | 2018 - 2020

- Collaborated with designers and a marketing team to create advertising materials for on-campus events.
- Experimented and pushed static poster design with animated digital billboards with high visibility in the student union breezeway.

Education

- University of Wyoming | BS Marketing, Graphic Design | 3.5 GPA | 2016 - 2020