

GREG SCOTT

Westfield, NJ
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MOTION GRAPHICS ARTIST

PROFILE

Greg is a creative, collaborative, detail-oriented and engaging motion graphic, and graphic designer with more than 3-years of experience in the sales and marketing industry. He has an in depth understanding of motion graphics principles and is known as a very strong communicator. Greg has a proven ability to adapt to change quickly and handle multiple complex projects simultaneously. He is a team player recognized for creative design solutions, effective time-management and for producing quality results consistently and on time.

CORE TECHNICAL COMPETENCIES

Adobe After Effects
Adobe InDesign
Microsoft Office

Adobe Premiere Pro
Adobe Photoshop
HTML, CSS, Javascript

Adobe Illustrator
Cinema 4D

WORK EXPERIENCE

Various Clients **Freelance Motion Graphic Designer** **2023 - Present**

- Provided versatile motion design services across industries, collaborating with clients like **AARP**, **Kantar**, **Social Innovation Summit**, and **O Analytics**
- Delivered innovative design solutions, enhancing brand presence and engagement.
- Interpreted client visions across diverse projects, surpassing expectations resulting in compelling motion graphics.
- Demonstrated exceptional remote communication, fostering seamless collaboration and ensuring client satisfaction through professionalism.

Kantar, New York, NY **Creative Content Manager** **2021 - 2023**

- Designed marketing collateral for North American Sales Team in support of market research
- Lead content creator for social media; generated 2,500 new followers in 3 month period
- Marketing designs featured at four top industry trade shows including motion graphic videos, posters, printed banners and invitations; work directly supported lead generation efforts
- Adept at developing materials consistent with specific branding criteria and guidelines
- Conceptualized and produced opening video, printed banners, posters, email headers and presentations setting the tone for company-wide kick-off meeting for 450+ attendees
- Created user-friendly and streamlined solution handbooks for client-specific customization with interactive navigational links to targeted resources; greatly improved customer experience
- Produced motion graphics videos displayed on multiple platforms supporting various events; instrumental in ensuring concise messaging, product promotion and industry knowledge

City Test Prep, New York, NY **Motion Graphics Intern** **2020 - 2021**

- Helped facilitate transition from in-person to virtual classes during COVID-19 emergency; converted course materials to video format to support continuity for new class structure
- Developed projects from initial storyboards to end product; managed change requests as needed
- Managed multiple videos and projects within tight timelines while providing consistent updates

EDUCATION

Syracuse University, Syracuse, NY
Bachelor of Fine Art, Computer Art

The School of Motion, Lakewood Ranch, FL
Certificate, Principles of Animation (12-week program)