

# Jason Scrivner

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## SUMMARY

Innovative and passionate Senior Graphic & Digital Designer with over a decade of experience in motion graphics, video production, and AI integration. Known for pioneering creative initiatives and delivering impactful visual narratives across diverse industries. Proven track record of enhancing video production processes, leveraging advanced AI tools, and creating compelling promotional content. Adept at managing complex projects, optimizing workflows, and leading teams to achieve outstanding results.

## EXPERIENCE

### Graphic & Digital Designer | Freelance

March 2014 - Present, Tampa, FL

- Designed and developed websites for clients, including real estate and business consultants, enhancing online presence and driving a 30% increase in traffic.
- Produced and edited videos for real estate and corporate photography, including drone videography, resulting in a 40% increase in client listings.
- Created motion graphics and animations for marketing promotions, contributing to successful campaign launches and increasing client engagement by 25%.
- Photographed real estate, corporate, portraiture, and events, delivering high-quality visuals that boosted client marketing efforts.
- Communicated effectively with clients to understand primary needs and deliver customized solutions, ensuring high client satisfaction.

### Motion Graphics Designer | MotionLit Services, Inc.

September 2022 - April 2024, Los Angeles, CA (remote)

- Produced promotional content and managed social media strategies, increasing engagement by 30%.
- Managed and improved the company website, ensuring optimal performance and user experience.
- Created motion graphics packages for partners, boosting brand visibility and engagement by 25%.
- Developed AI-generated images and videos for marketing services, significantly improving quality while maintaining client confidentiality.

### Digital Media Specialist | True Eye Experts

May 2016 - March 2018, Tampa, FL

- Built and maintained an online education platform for optometrists, overseeing video content production and course library development.
- Built and configured 12 new PCs, installed CRM and medical workflow software, and trained employees on usage.
- Designed a new trademarked logo and consulted on website changes during rebranding efforts.

### Head of Video Production | IT University Online

February 2012 - March 2014, Palm Harbor, FL

- Founded a video production studio and subsequently integrated web and graphic design departments.
- Innovated a system to automate content customization, increasing scalability and enabling the sale of branded educational content to third-party companies.
- Pioneered the use of virtual sets and motion graphics, enhancing the visual appeal and engagement of educational videos.
- Optimized workflows by creating reusable motion templates, enabling editors to focus on high-quality production.

### Video Production Manager | KelbyOne

February 2007 - October 2010, Oldsmar, FL

- Started and led an in-house video department, producing content for online training, weekly podcasts, and conferences.
- Developed and implemented a curriculum structure for online courses, enhancing user engagement and retention.
- Created promotional videos for online courses, employing creative concepts and advanced visual effects.
- Produced and directed short films and promotional content for Photoshop World conference, ensuring high-quality visual presentation.

## SKILLS

- **Motion Graphics Design:** Adobe After Effects, Cinema 4D, Apple Motion, Red Giant plugins
- **Video Editing:** Adobe Premiere Pro, Final Cut Pro
- **Graphic Design:** Adobe Photoshop, Illustrator, Lightroom, InDesign
- **Audio:** Adobe Audition, Logic Studio Pro, Garage Band
- **AI Tools:** Midjourney, ChatGPT, DALL-E, Runway AI, Luma Dream Machine AI, Eleven Labs AI
- **Web Development:** WordPress, WooCommerce, Divi, Elementor, Basic HTML, CSS
- **Project Management:** Monday.com, Jira, Trello
- **Office Software:** MS Office Suite, Apple iWork Suite