

MORIAH RODRIGUEZ

MOTION GRAPHICS
DESIGNER

Brooklyn, NY

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EDUCATION

**Massachusetts College
of Art & Design**

BFA Graphic Design

Boston, MA

Sept. 2014 – May 2018

SOFTWARE

After Effects InDesign

Cinema 4D Photoshop

DaVinci Resolve Premiere Pro

Illustrator Keynote/PTT

SKILLS

Sketching & storyboarding

Video editing & coloring

Photo editing & manipulation

Animating in 2D & 3D

VFX

Modeling (light)

AR prototyping

Presenting & pitching

Self-teaching & teaching others

PROFESSIONAL EXPERIENCE

XANDR

Motion Graphics Designer *New York, NY Aug. 2019 – Nov. 2020*

Initiated opportunities for motion design by advising the video production team

Generated brand awareness by creating engaging and informative social content

Informed clients about new products by developing explainer videos with dynamic 2D/3D animations

Conveyed complex data by translating case studies into bite sized, visual narratives

Refined the visual language by researching and implementing varying styles of motion design, from storyboard to execution

MALKA

Freelance Motion Graphics Designer *Jersey City, NJ July – Aug. 2019*

Created eye-catching social posts by animating lower thirds, transitions, and typography

Executed personalized advertisements under tight deadlines by implementing brand guidelines

Strengthened promotional videos by collaborating with editors and producers to add animated elements

MACY'S

Freelance Motion Graphics Designer *New York, NY July 2019*

Helped create an experiential concept for STORY at Macy's by animating lively in-store displays

Raised interest in the Outdoor! pop-up event by creating product centered motion pieces for social media

Clarified the style for future campaigns by articulating principles of motion design

DEAD LIZARD

Motion Graphics Designer *Roseland, NJ July 2018 – June 2019*

Increased online user interaction for clients by animating banner advertisements

Developed unique artist spots for entertainment brands such as ABCDisney, Newsy, and WE tv by working creatively within established visual identities

Enlivened presentation decks by designing custom, imported animations

Enhanced the production value of events by making wall displays and meet & greets

Created more interactive upfront event pitches by spearheading the development of AR prototypes

INVALUABLE LLC

Graphic Design Intern *Boston, MA Sept. 2017 – May 2018*

Supported the launch of a successful mobile app for fine art auctions by making step by step app walkthroughs

Furthered the efficacy of a transactional email program by creating animated headers

Contributed to the 2018 Global Auction House Summit by designing menus, name cards, programs, and signage

ARMY NATIONAL GUARD, HHD 211TH Military Police BN.

Specialist E4, Heavy Equipment Operator *Lexington, MA April 2013 – April 2019*

Cultivated unit performance by leading and supervising wheeled vehicle transport

Expanded unit knowledge by instructing and training soldiers on ammunition and explosives safety techniques as well as up to date HAZMAT protocols