

JENNIFER ESTRADA



jenn.estrada01@gmail.com
www.linkedin.com/in/jennestrada
www.jenniferestrada.com
310.560.3343

SKILLS

Motion Graphics
Art Direction
Animation
Design
Compositing
Social Media
Storyboarding
Video Editing
Sound Design

TOOLS

Microsoft Office
Ross Xpression
Media Encoder
Google Apps
After Effects
Cinema4D
Photoshop
Illustrator
Premiere
Keynote
InDesign
Mac/PC
Nuke
Flash

PLUG-INS

Trapcode Suite
Sapphire Suite
Optical Flares
Magic Bullet
Element 3D
Plexus

LANGUAGES

English
Spanish

CREATIVE DESIGNER & ANIMATOR

Innovative and self-motivated Motion Graphics Artist with progressive experience designing unique graphics and animations for clients across various industries. A highly organized professional who works well under strict timelines with outstanding attention to detail and excellent communication skills. Comfortable as team leader and individual contributor.

PROFESSIONAL EXPERIENCE

Verizon Media, Sunnyvale, CA
Broadcast Designer & Animator

August 2018 - February 2020

Served in a creative design role, developing graphics and animations for Yahoo Sports online video content.

- Successfully created 10 graphics packages for broadcast and post production. With proper planning and a streamlined workflow, I was able to minimize the amount of time spent on creating custom graphics per graphics package.
- Performed as a Ross Xpression Operator for live broadcast shows. Proactive in developing procedural documentation as a guide for operators of live shows in the Sunnyvale studio.
- Boosted productivity and minimized time spent locating assets by improving the graphics project structure to reflect current production needs.
- Followed branding guidelines and helped maintain graphics procedures for the Sunnyvale office.

Freelance, San Jose, CA
Motion Graphics Artist

March 2017 - August 2018

Worked remotely with various clients to create original social media marketing content.

- Produced high quality content while exceeding budget and calendar driven goals.
- Developed a successful social media countdown video campaign to announce the theatrical release of the blockbuster movie, Wonder Woman.

Petrol Advertising Inc., Burbank, CA

July 2006 - November 2016

Senior Motion Graphics Artist, October 2012 - November 2016

Promoted to new position, continuing all tasks while also managing the motion graphics department, including all junior artists and freelancers.

- Facilitated the integration of new motion graphics department employees by creating guidelines and procedural documentation.
- Developed an internship program. Recruited individuals to help with the day to day tasks while giving them an opportunity to experience the fast paced advertising environment.
- Managed a team of 10 artists, split into day & night shifts, during the surge of our department.

JENNIFER ESTRADA



jenn.estrada01@gmail.com
www.linkedin.com/in/jennestrada
www.jenniferestrada.com
310.560.3343

SKILLS

Motion Graphics
Art Direction
Animation
Design
Compositing
Social Media
Storyboarding
Video Editing
Sound Design

TOOLS

Microsoft Office
Ross Xpression
Media Encoder
Google Apps
After Effects
Cinema4D
Photoshop
Illustrator
Premiere
Keynote
InDesign
Mac/PC
Nuke
Flash

PLUG-INS

Trapcode Suite
Sapphire Suite
Optical Flares
Magic Bullet
Element 3D
Plexus

LANGUAGES

English
Spanish

PROFESSIONAL EXPERIENCE CONTINUED

Petrol Advertising Inc., Burbank, CA July 2006 - November 2016

Motion Graphics Artist, December 2006 - October 2012

Conceptualized and created animations for trailers, commercials, web banners, and websites. Composited special effects on footage; including roto, tracking, greenscreen keying, wire removal, and final color correction.

Freelance Jr. Motion Graphics Artist, July 2006 - December 2006

Helped with assets to create video game trailers and web content.

EDUCATION

Gnomon School of Visual Effects, Los Angeles, CA January 2013 - March 2013

Advanced Compositing – Individual Course

Enrolled in an advanced compositing class in Nuke to learn the software and acquire new skills and techniques for better compositing.

The Art Institute of California, Los Angeles, CA October 2002 - July 2006

Bachelor of Science in Media Arts & Animation