

Japheth Crawford

Designer & Animator

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01 Experience

Snapchat – **Freelance Animator/3D Generalist**
Sept 2019 to Present
Santa Monica, CA

Developed efficiencies for optimizing vast variations of ad content for various demographics

Experimented with and developed dynamic branding using the Snapchat ghost

Aided in pre-production of shoots involving green screen, tracking, and screen replacement

Ralph Creative – **Senior Motion Designer/Video Editor**
Nov 2017 to Sept 2019
Los Angeles, CA

Brought on to start third office in LA and building a team from scratch

Was responsible for ideating, designing, editing, and animating content for a range of entertainment and consumer brands, including Netflix, Facebook, Starz, and Mailchimp

Lead and mentored a team of designers as well as handled recruiting

Provided the team with direction and inspiration while balancing ongoing projects

Apple – **Motion Designer**
Oct 2016 to Nov 2017
Cupertino, CA

Designed and produced unique video content providing support and showing tips and tricks to customers posted daily on Twitter

Broke down complex topics into short explainer videos

Photographed products in lifestyle situations

Researched products and helped plan strategic content to cover

Took action/made revisions based on feedback from a wide variety of teams across Apple

Worked with an on-staff writer to make complex copy work in easily digested videos

Media Arts Lab – **Freelance Motion Designer**
May 2016 to Oct 2016
Los Angeles, CA

Established a look and feel and then templated for rapid production cycle of social content

Storyfarm – **Motion Designer**
Aug 2013 to Apr 2016
Baltimore, MD

Designed and animated videos for digital and broadcast

Edited and composited graphics on live action shots

Designed the studio's website and established a brand identity

Created web experiences for select clients

02 Education

Maryland Institute College of Art
BFA Graphic Design // GPA: 3.8
2011 – 2014

Pennsylvania College of Technology
BFA Graphic Design // GPA: 3.9
2010 – 2011

03 Awards

Twitter "Gold" #Customer award for @AppleSupport (2016)

Gold Addy Public Service Online Film, Video, & Sound (2016)

AAF Comcast Spotlight Award Best in Public Service (2016)

AAF Chic Davis Scholarship

Dean's List 2010 – 2014

Eagle Scout

National Honor Society

04 Software & Tech

Adobe After Effects	Maxon Cinema 4D
Adobe Photoshop	Trapcode Particular
Adobe Illustrator	Boris Continuum Suite
Adobe Premiere	X-Particles
Adobe InDesign	Redshift Renderer
Adobe Audition	HTML + CSS

05 Brands & Clients

ABC • American Express • Apple • Bad Robot • Facebook • Feats, Inc. • 20th Century Fox • FX Networks • Mailchimp • National Geographic/PBS • Netflix • Pentagram • Snapchat • Starz Network • TBWA\Chiat Day • TEDxSanFrancisco • TEDxBaltimore • Teach For America