

J.J. Sturgeon

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I am a senior designer and art director with over 15 combined years of experience producing 2D and 3D animation, motion design, and graphic design for television, production studios, marketing agencies, and corporate media. I have proven abilities to streamline workflows, implement scalable assets, and transform complex content into engaging deliverables.

Core Skills and Software

Motion Graphics | 2D Animation | 3D Animation | Visual Effects | Video Editing | Sound Design | Storyboards | Concept Art | Graphic Design | Illustration | Image Editing | Typography | Iconography | Branding | Web Design | UX/UI Design | AI-Assisted Design | Templates | Project Management

After Effects | Photoshop | Illustrator | Premiere Pro | Audition | InDesign | XD | Figma | Cinema 4D | Teams | Workfront | Word | Excel | PowerPoint | Keynote | Firefly | Topaz AI | ChatGPT

Professional Experience

Art Director + Graphic Artist

Merit Street Media – Fort Worth, TX | Nov 2023 – Jul 2025

- Designed multimedia and edited images for broadcast, streaming platforms, and social media.
- Formatted graphics for studio stage screens, digital promos, and print materials.
- Utilized AI tools to scale and enhance images and to generate, expand, and refine visuals.
- Defined show and segment aesthetics by crafting consistently styled episode graphics as well as animated intros, transitions, lower thirds, and other overlays.
- Built processes for artists and producers to more effectively share files and make graphics requests using company collaboration and project management software.
- Established file and asset management systems and project file templates for artists to promote visual cohesiveness, streamline workflow, and foster efficient cooperation.
- Collaborated with producers and directors on project timelines, aesthetics, and deliverables.

Art Director + Motion Designer

Cactex Media – Dallas, TX | Jun 2021 – Apr 2023

- Created animations using audio and visual storytelling to illustrate elaborate or technical content for client websites, commercials, and social media.
- Partnered with producers and stakeholders on target audiences, project goals, and execution.

- Implemented project templates, file organization, and asset management standards.
- Led team lessons and workshops to improve communication, productivity and artistic growth.
- Edited and color-corrected footage, incorporating voiceovers, photos, and motion graphics.
- Developed proposals, scripts, mood boards, and storyboards with the creative team.
- Designed website mock-ups, e-books, infographics, concept art, and marketing materials.
- Filmed, set up audio/lighting equipment, and composed shots during video production shoots.
- Rebuilt the company website and demo reel with revamped branding and an updated portfolio.

Multimedia Developer

Caterpillar / Infotree – Peoria, IL | Nov 2015 – Jun 2021

- Created banners, infographics, schematics, flyers, animations, and presentations for training content and to advertise department offerings.
- Cooperated with instructional designers and subject matter experts to develop visual design and educational content for web-based sales and technician courses.
- Designed animations and motion graphics for internal marketing and executive presentations.
- Produced a multimedia best practices online document and provided design consultation.
- Directed development of a comprehensive online guidebook, showcasing department resources, processes, and job roles for use at a major live event and employee on-boarding.
- Produced a video tutorial series on navigating dealer employee learning management system.

Animator + Support Analyst

REI Blackbook – St. Louis, MO | Feb 2012 – Nov 2015

- Created graphics and animations to promote company software, live events, and email campaigns.
- Scripted and animated explainer videos to outline real estate transactions for customer websites.
- Assisted with production and teleprompter operation for green screen marketing videos.
- Provided customer technical support on software use, billing issues, and website design inquiries.
- Performed additional duties as interim project manager and earned a team player award.

Education

Bachelor of Fine Arts – Animation

Missouri State University – Springfield, MO | Jan 2003 – May 2008 | GPA: 3.6/4.0