J.J. STURGEON

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Summary

Senior designer with 15+ years of experience producing engaging broadcast, social, and corporate visuals. Skilled in motion graphics, animation, graphic design, and post-production. Specializes in building scalable designs, streamlining workflows, and transforming complex ideas into clear, engaging content.

Skills and Tools

Motion Graphics | 2D and 3D Animation | Video Editing | Visual Effects | Visual Storytelling | Graphic Design | Branding | Art Direction | Typography | Iconography | Illustration | Concepts | Storyboards | Photography | Image Editing | Templates | AI-Assisted Design | Mentorship | Project Management

After Effects | Cinema 4D | Blender | Unreal Engine | Premiere Pro | DaVinci Resolve | Audition | Illustrator | Photoshop | InDesign | Figma | ChatGPT | Midjourney | Firefly | Topaz | Magnific | Teams | Word | Excel | PowerPoint | Workfront | Wrike

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Experience

Motion Graphics Designer

Trinity Broadcasting Network – Fort Worth, TX | Jun 2026 – Present

- Designed and executed broadcast, studio, and social media graphics for television programming.
- Developed infographics, maps, quotations, guest promotions, and other digital content.
- Leveraged AI tools for designing imagery and vibe coding to accelerate multimedia production.
- Partnered with producers, editors, directors, and artists to deliver visuals for daily broadcasts.
- Refined templates and asset organization to improve quality, consistency, and workflow efficiency.

Art Director & Graphic Artist

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

- Led end-to-end production of visual assets for broadcast, streaming platforms, and social media.
- Formatted scalable graphics for studio stage screens, digital promos, and print materials.
- Applied AI tools to enhance, restore, and generate visual content.
- Streamlined creative team workflows by building reusable templates and resource libraries.
- Improved efficiency and consistency by standardizing file structure and asset management.
- Collaborated with producers, editors, and directors to define visual direction and project scopes.

Art Director & Motion Designer

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

- Produced promotional and explainer videos for websites, broadcast, and social marketing.
- Communicated with producers and stakeholders on target audiences, goals, and deliverables.
- Developed concepts, scripts, and storyboards with the creative team to guide visual storytelling.
- Facilitated internal workshops and presentations to foster skills and cross-team communication.
- Revamped company website and demo materials to strengthen brand presentation.
- Contributed to video production shoots with creative direction, equipment setup, and filming.

Multimedia Developer

Caterpillar (Contractor) – Peoria, IL | Nov 2015 – Jun 2021

- Created graphics and presentations for training materials and to market internal programs.
- Worked with instructional designers and subject matter experts to build online learning content.
- Designed animations and video overlays for executive and cross-department presentations.
- Established internal multimedia best practices and provided ongoing design consultation.
- Led development of an online toolkit to showcase department roles, resources, and workflows.
- Produced a video tutorial series about the dealer employee learning management system.

Animator & Support Analyst

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

- Produced graphics and animations for software promotions, live events, and email campaigns.
- Scripted and animated explainer videos illustrating real estate transactions for client websites.
- Contributed to green screen video production, including setup and teleprompter operation.
- Delivered customer technical support for software, billing, and website inquiries.
- Performed interim project management duties, earning team player recognition.

Education

Bachelor of Fine Arts in Animation

Missouri State University – Springfield, Missouri
Minor in Art History