

J.J. Sturgeon

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I am a senior motion designer and art director with 15+ years of experience creating animation and graphic design for television, production studios, corporate media, and marketing agencies. I specialize in streamlining workflows, building scalable design systems, and turning complex ideas into clear, engaging content.

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 | DALL-E | Sora

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 promotional and explainer videos using audio and visual storytelling to illustrate 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