

JEFF HINSHAW

Senior Motion Designer

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Creative Profile

Motion Design with a Bachelor's Degree in Graphic Design and 15+ years of experience creating award-winning motion graphics, digital campaigns, and branded content for national and regional brands. Blending design, animation, storytelling, and emerging AI workflows, I develop visually compelling work from concept through final delivery. Experienced in collaborating with creative teams, editors, producers, and clients to craft engaging content across social, digital, broadcast, and experiential platforms.

Professional Experience

Ferebee Lane Senior Motion Designer | Nov. 2024 – Jul. 2026

- Contributed to the creative work and edited submission videos that helped earn **SMALL AGENCY OF THE YEAR – SOUTHEAST**.
- Produced motion graphics and video content from storyboard through final delivery, including editing, sound design, and voice-over integration.
- Created animated social campaigns, logo animations, and visual effects on digital platforms for clients including Le Creuset, The Ritz-Carlton, Blackberry Farms and more.
- Integrated AI-powered creative tools into production workflows to accelerate concept development and enhance visual execution.

EP + Co Graphic Designer / Content Designer / Motion Designer | Nov. 2009 – Oct. 2024

- Spent 15 years evolving from graphic designer to senior creative specializing in motion design and digital content.
- Designed integrated campaigns across print, digital, social media, retail, and video for nationally recognized brands.
- Produced motion graphics, character animation, social content, and branded storytelling for clients including Verizon, Denny's, John Deere, Oui by Yoplait, Havertys, and others.

Software Experience

After Effects | Audition | Illustrator | InDesign | Photoshop | Premier Pro | DaVinci Resolve | Cinema 4D | Figma | Midjourney | ChatGPT | Higgsfield | Kling 3.0

Skills

Motion Design | Video Editing | Graphic Design | Digital Design | 2D Animation | 3D Animation Brand Identity Animation | AI-Assisted Creative Production | Visual Storytelling | Audio Editing Illustration