

LAURENCE JONES

3D MOTION DESIGNER | CREATIVE LEAD

PROFESSIONAL SUMMARY

Creative professional with nearly two decades of experience delivering on-brand assets across broadcast, streaming, digital, and social platforms. Producing motion graphics, 3D animation, and digital content for agencies and production companies. Providing full creative direction, execution, and delivery of marketing and social media content for small-business clients. Seeking a full-time leadership role as a Senior Motion Designer or Associate Creative Director.

WORK EXPERIENCE

MOTION DESIGNER / CREATIVE LEAD (FREELANCE)

MUVEFX 2022 - Present | Knoxville, TN, US (*Remote / Hybrid*)

Deliver ongoing motion design and 3D animation for agencies and production companies, including projects for HGTV. Provide full creative direction, graphic design, scriptwriting, videography, and editing for small-business clients to produce multi-platform social media content. Integrate generative AI into the production pipeline to speed up the creative process and accelerate asset creation.

MOTION DESIGNER (CONTRACT)

Warner Bros. Discovery 2016 - 2022 | Knoxville, TN, US (*On-site*)

Designed and animated 3D in-show graphics for over 150 episodes across global networks including HGTV, DIY Network, Food Network, and Discovery+. Handled look development and the full 3D pipeline, from modeling and animating 3D assets to texturing, lighting, camera tracking, rendering, and compositing. Managed heavy project outputs by transitioning workflows from local on-premises render farms to cloud-based rendering platforms under tight deadlines.

MOTION DESIGNER | VIDEOGRAPHER (FREELANCE)

LJ-Arts 2010 - 2016 | Knoxville, TN, US (*Remote / On-location*)

Executed end-to-end video production and 2D/3D motion graphics for national advertising agencies, corporate clients, and regional businesses. Handled on-location videography setups encompassing full audio, lighting, and camera work for multi-platform marketing campaigns, commercial spots, and interviews. Created various visual deliverables ranging from custom 3D animations and 2D kinematic explainers to promotional video content.

CONTACT INFO

Contact: [Contact Form](#)

Portfolio: muvefx.com

Location: Knoxville, TN, US

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

BFA: Visual Effects | Magna Cum Laude
Savannah, GA, US

PELLISSIPPI STATE COMMUNITY COLLEGE

AAS: Communications Graphics Technology
Knoxville, TN, US

TECHNICAL SKILLS & TOOLS

MOTION & 3D PRODUCTION: Motion Graphics • 3D Animation • Look Development • Compositing • Camera Tracking • Cinema 4D • After Effects

VIDEO & POST-PRODUCTION: Videography • Scriptwriting • Audio Capture • Lighting Setup • Video Editing • Premiere Pro

DESIGN & ART DIRECTION: Creative Direction • Style Frames • Vector Graphics • Layout Design • Photoshop • Illustrator • InDesign

PIPELINE & WORKFLOW: Asset Management • Production Tracking • On-Premises & Cloud Render Farms • Generative AI workflows

SELECTED BRANDS & BROADCAST SERIES

BRANDS SERVED: HGTV • DIY Network • Food Network • Cooking Channel • Discovery+ • Coca-Cola • NAPA • U.S. Marine Corps • The Home Depot

FEATURED SERIES: House Hunters (including All Stars) • Flipping 101 • Windy City Rehab • Stone house Revival • The Renovator (Among 15+ Series)

CELEBRITY & SPECIALS: Renovation Realities: Dale Earnhardt Jr. & Amy • Super Size My Pool w/ Mario Lopez • HGTV Dream Home and Smart Home