

# JORDAN SURKIN

MOTION DESIGNER // ANIMATOR

<https://JordanSurkin.com>

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215-301-7800

## EXPERTISE

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Adobe After Effects

Adobe Illustrator

Adobe Photoshop

Adobe Premiere Pro

Autodesk Maya

Blender

Cinema 4D

Lottie / BodyMovin

Figma

Maxon Red Giant

Microsoft Office

Midjourney / Runway AI

## EXPERIENCE

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### ◆ PADILLA | Motion Designer | 2023 - Present

*Interagency transfer within the Avenir Global network, no change in responsibilities*

### ◆ SHIFT COMMUNICATIONS | Motion Designer | 2020 - 2023

Produced award-winning visual experiences measured against client KPIs through expert use of Adobe Creative Suite

Animated motion graphics, short-form, and long-form videos for multiple concurrent clients while adhering to their unique brand guidelines

Collaborated with designers and developers to mock up and design UI elements with Figma and created optimized web animations through Lottie exports

Utilized Midjourney, Runway, and Padilla's proprietary AI tools to quickly generate visual concepts for storyboarding and pitching ideas

### ◆ SHIFT COMMUNICATIONS | Senior Graphic Designer | 2019 - 2020

Ideated and executed successful marketing campaign assets for organic and paid content by utilizing insights, data, and site metrics in collaboration with our marketing team

Ensured all projects were completed within identified timelines and budgets outlined in creative briefs

### ◆ SHIFT COMMUNICATIONS | Graphic Designer | 2018 - 2019

Ideated and executed successful marketing campaign assets for organic and paid content by utilizing insights, data, and site metrics in collaboration with our marketing team

Communicated concepts, ideas, and design rationale internally and in client presentations through visual presentations using PowerPoint

### ◆ KEL & PARTNERS | Graphic Designer | 2017 - 2018

## EDUCATION

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### NORTHEASTERN UNIVERSITY | Boston, MA | 2012 - 2017

Bachelor of Fine Arts (BFA), Digital Art and Game Design