JULIAN MERCER

MOTION GRAPHICS DESIGNER

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PROFESSIONAL SUMMARY

Motion Graphics Designer with 6+ years creating title sequences, explainer animations, and social video for streaming and brand teams. Turns scripts and storyboards into polished After Effects work that holds attention, meets broadcast specs, and ships on tight review cycles.

PROFESSIONAL EXPERIENCE

Senior Motion Designer Feb 2023 - Present
Netflix, Los Angeles, CA

- Design animated promo packages and title cards in After Effects for series launches, delivering about 30 finished spots each quarter.
- Built a reusable template library with expressions and shared presets, cutting average turnaround on lower-third and end-card requests by 40%.
- Storyboarded and animated 15-second social cutdowns with editors, lifting average view completion on tested spots by roughly 12 points.
- Prepared captioned and localized versions of each animation, helping the team release in six languages without rebuilding the source files.
- Mentored two junior animators on timing, easing, and project hygiene through weekly file reviews and short walkthroughs.

Motion Graphics Designer Jun 2020 - Jan 2023
Ogilvy, New York, NY

- Animated explainer videos and digital ad units for consumer clients, completing 45 projects on schedule across a 2.5-year span.
- Used Cinema 4D and Illustrator assets to build 3D product reveals, helping one campaign win a client renewal worth six figures.
- Cut revision rounds from four to two by sharing animatic previews and style frames before full production began.
- Exported broadcast-safe masters and web-optimized versions, keeping every delivery within platform loudness and file-size limits.

Junior Motion Designer Jul 2018 - May 2020
Vimeo, New York, NY

- Produced animated logo stings and onboarding clips for marketing campaigns, finishing roughly eight short pieces every month.
- Cleaned up vector art and rigged simple characters with Duik and shape layers for explainers that supported two product launches.
- Organized the shared asset drive with naming rules and versioned folders, so editors could find final files in under a minute.

CORE SKILLS

After Effects | Cinema 4D | Premiere Pro | Illustrator | Photoshop | Storyboarding | Animation principles | Expressions | Kinetic typography | Character rigging | Motion branding | Audio sync | Captioning workflows | Delivery specs

EDUCATION

B.F.A. in Animation, Savannah College of Art and Design, Savannah, GA

CERTIFICATIONS

Adobe Certified Professional in Video Design | Maxon Cinema 4D Fundamentals Certificate