

JAPHETH CRAWFORD

Designer + Animator

JaphethCrawford.com

Japheth@J5ive.tv

01

Experience

OKX

Nov 2023 - Present
Los Angeles, CA - Remote

Senior Brand Designer, Motion

Delivered high-quality 2D and 3D animated content for app animations, social media, campaigns, events, and advertising

Developed and maintained motion design guidelines and toolkits for use in local markets globally

Freelance

Aug 2013 - Present
Los Angeles, CA - Remote

Freelance Motion Designer/Webflow Developer

Provided motion graphics and vfx for clients including Microsoft, Nike, Future Fitness, Equinox, EVgo, Carta, Snapchat and Match.com

Designed and developed websites for agencies and direct-to-client using Webflow

Stash

March 2022 - May 2023
Los Angeles, CA - Remote

Lead Motion Designer

Created motion guidelines for use across brand and marketing that complemented in-progress and future product motion work.

Designed and animated digital ads and social content

Created Lottie animations for product use

Created 3D imagery for use across brand and marketing

Senior Motion Designer

Introduced motion to the brand and established consistencies across both product and marketing

Created product demos and sizzle videos introducing new app features for use on web, in digital campaigns, and on social

Presented and communicated motion concepts to stakeholders and executive leadership for approvals

Kickstarted Lottie implementation to bring motion to the product for experiences like app onboarding

Freelance Animator / 3D Generalist

Developed motion systems for creating app demo ad content that could be efficiently localized.

Experimented with and developed 3D dynamic branding using the Snap logo

Aided in pre-production of shoots involving green screen, tracking, and screen replacement

Created product demos for use at Snap Partner Summit keynote presentations

Senior Motion Designer / Video Editor

Helped start third global office in LA, building a team of motion designers, editors, and designers.

Responsible for ideating, designing, editing, and animating content for a range of entertainment and consumer brands, including Apple, Netflix, Facebook, Starz, and Mailchimp

Recruited, lead, and mentored a team of designers

Motion Designer

Designed and animated how-to/tips and tricks content for both hardware and software topics for use on social

Worked on storyboards with writers to make complex copy work in easily digested videos

Photographed products in lifestyle situations

Researched products and helped the team plan strategic content to cover

Freelance Motion Designer

Established the look and feel for video content and created templates for a rapid production cycle of social content for @AppleSupport

Motion Designer

ChowNow

Sept 2020 - March 2022
Los Angeles, CA - Remote

Snap

Sept 2019 - Sept 2020
Santa Monica, CA

Ralph Creative

Nov 2017 - Sept 2019
Los Angeles, CA

Apple

Oct 2016 - Nov 2017
Cupertino, CA

Media Arts Lab

May 2016 - Oct 2016
Los Angeles, CA

Storyfarm

Aug 2013 - Apr 2016
Baltimore, MD

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Education

Maryland Institute College of Art

BFA Graphic Design - GPA 3.8
2011 - 2014

Pennsylvania College of Technology

BFA Graphic Design - GPA 3.9
2010 - 2011

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Awards

Twitter "Gold" #Customer award for @AppleSupport (2016)

Gold Addy Public Service Online Film, Video, & Sound (2016)

AAF Comcast Spotlight Award Best in Public Service (2016)

AAF Chic Davis Scholarship

Dean's List 2010 - 2014

Eagle Scout

National Honor Society

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Brands + Clients

ABC • American Express • Apple • Bad Robot • Equinox • Facebook • Feats, Inc. • 20th Century Fox • FX Networks • Mailchimp • Microsoft • National Geographic • Netflix • Pentagram • Snapchat • Starz Network • TBWA\Chiat Day • TEDxSanFrancisco • TEDxBaltimore • Teach for America • Tiffany & Co

05

Software + Tech

Adobe After Effects

X-Particles

Adobe Photoshop

Redshift + Octane Renderer

Adobe Illustrator

HTML + CSS

Adobe Premiere

Figma

Adobe InDesign

AEUX

Adobe Audition

Bodymovin + Lottie

Maxon Cinema 4D

Asana

Trapcode Particular

Webflow