

Jennifer Hipp

Motion Graphics

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Self-taught Motion Graphic Designer skilled in video editing using Adobe After Effects and collaborating with personnel on the Adobe Creative Suite. Skilled in creating and editing animations for smartphones, social media, computers and television. Able to developed dynamic new ideas for advanced animations.

Skills

Field Production & In-Studio Production, 3D & 2D Animation, Microsoft Office Suite, 3D Modeling, Adobe After Effects, Mocha AE, Adobe Premiere Pro, Adobe Illustrator, Adobe Creative Suite

Work History

2019-08 - Current **Freelance Graphic Designer**

Self Employed Services, Mount Joy, PA

- Developed creative design for print materials, brochures, banners, and signs.
- Met with customers to present mockups and collect information for adjustments.
- Created digital image files for use in digital and traditional printing methods.
- Worked with clients to gather and define requirements, establish scopes, and manage project milestones.
- Designed website layouts, templates, and unique branded looks.
- Created broad range of work using various design techniques.
- Coordinated with external vendors and suppliers to verify quality and accuracy of printed materials.
- Worked closely with illustrators and designers to analyze project objectives, specifications and deadlines.
- Provided accurate project timeframes and deadlines for every aspect of animation creation.
- Applied contemporary trends in production design to produce stunning, forward-thinking work.
- Designed mock-ups and simulations for review, finding and fixing animation problems.

2017-11 - 2019-08 **Motion Graphics Designer**

Saxton & Stump, LLC, Lancaster, PA

- Created 12 original, fully-animated educational videos for software used nationally by physicians using Adobe After Effects, Premiere Pro, and Illustrator
- Quickly and efficiently turn around high-quality video and graphic design products based on requests from sales and marketing departments
- Create professional medical graphics based on real-world medical situations to serve in trial as demonstratives for jury
- Design and regularly manage 7 fully functional websites, plugins, and provide front and back end programming as needed using HTML/CSS and relevant web development software
- Implement SEO strategy for a trusted national insurance provider, increasing online visibility in target audience by 90%
- Work with intellectual property attorneys to ensure copyright protections for all marketing materials

2014-09 - 2017-11

Visual Information Specialist

McGuire Air Force Base (CIV), 87th FSS, Trenton, NJ

- Create weekly custom motion graphics to advertise events for over 75 base activity centers using Adobe After Effects, Illustrator, InDesign and Premiere Pro
- Create and manage website using HTML/CSS, saving department over \$10k in development costs
- Boosted on-base activities and programs sales by 35% using WordPress and relevant web development software
- Increased social media presence organically by 40% using original visual content
- Secured over 200 volunteers, 2016-2017 Summer Concert Series
- Assist with obtaining paid and in-kind sponsorships in support of Summer Concert Series, including exhaustive preparation and submission of contracts to Judge Advocate General's Corps (JAG Corps)
- Create and distribute over 15k monthly activity brochures and flyers to base populace

2005-05 - 2014-09

Emergency Roadside Assistance Customer Service Rep

AAA Mid-Atlantic, Hamilton, NJ

- Drove goals through individual metrics and strong understanding of department, team and individual goals.
- Resolved customer inquiries and complaints with moderate supervision.
- Assessed customer issues and identified resources and tools to provide solid solutions.
- Developed relationships with customers to provide unrivaled customer experience.
- Increased efficiency and performance by monitoring team member productivity and providing feedback.

2004-09 - 2008-05

MCTV Senior Production Staff

Mercer County Community College MCTV 26, East Windsor, NJ

- Director, "High School Basketball Championships" live telecast, 2007
- Director, "New Jersey Governor Jon Corzine Town Hall Meeting Broadcast" live telecast, 2007

- Producer, "MCN Live" weekly live telecasts, 2006-2007
- Assistant Director, Mercer County Community College Commencement live telecasts, 2006-2007

Education

Bachelor of Arts: Broadcasting

Rider University - Lawrence, NJ

Associate of Applied Science: Broadcasting

Mercer County Community College - East Windsor, NJ

Emerson College - Boston, MA