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# Morgan Cross

## Motion Graphics Designer

(404) 797-5972

[m.cross441@gmail.com](mailto:m.cross441@gmail.com)

[www.mcmotiongd.com](http://www.mcmotiongd.com)

## ABOUT ME

Creative designer with extensive experience producing video production and motion graphics design for TV clients like BET+, FOX, HGTV, and DirecTV. My photography, graphic design, broadcasting, and film background brings a unique blend of creativity and technical expertise to every project.

## SKILLS

Motion Graphics, Video Editing, Graphic Design, Web Design, UI/UX Design, Broadcast Design, Show Packaging, Network Packaging, Brand Packaging, Art Direction, Branding, Animation, Adobe Creative Suite, After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Blender, Keynote, DaVinci, Cinema 4D, Figma

## EXPERIENCE

### **MCross Online, Atlanta, GA - Motion Graphics Designer**

JULY 2011 - PRESENT, FREELANCE

Produced video and motion graphics for in-house corporate video campaigns, as well as TV and film. BET+, Autotrader.com, DirecTV, and others.

Designed motion graphics for corporate branding videos, online advertising, show packaging, and commercials for TV networks, TV shows, independent films, and trade shows.

Conceptualized and storyboarded motion graphic projects that aligned with brand guidelines.

Oversaw projects from concept through completion.

Edited and maintained existing designs and templates.

Adapted and optimized motion graphics for seamless playback across various devices and social media sites.

### **Divorce Court (FOX First Run), Atlanta, GA - Motion Graphic Artist**

FEBRUARY 2025 - JUNE 2026

Played a key role in developing and organizing case evidence graphics tailored specifically for on-air presentations and social media, ensuring clarity and visual impact for viewers.

Collaborated closely with producers and legal teams to accurately translate complex information into visually engaging formats.

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Ensured all graphic assets met broadcast standards and were delivered on time.

Used industry-standard software tools to maintain high-quality visual output.

Contributed to the show's overall aesthetic consistency and storytelling.

### **DISH Nation (FOX First Run), Atlanta, GA - *Motion Graphic Artist***

JULY 2018 - JULY 2024

Responsible for creating engaging and comedic animations and show packaging for a nationally syndicated entertainment news show.

Designed compelling creative packaging concepts, including titles, lower thirds, news tickers, social media integrations, infographics, large format graphics, and full-screen motion systems that maintained brand integrity, while enhancing the overall theme and tone of the broadcast.

Implemented and maintained scalable motion graphics templates to streamline the delivery of daily graphics and maintain visual consistency across episodes and platforms. Doubling delivery efficiency, and ensuring brand consistency.

Spear-headed the development of file library structure for cataloging and managing internal and external assets; streamlining workflow and improving cross-department communication.

Collaborated with producers to create compelling visual content for digital and television platforms.

Successfully transitioned to fully remote production in 2020, maintaining broadcast-quality standards, meeting daily deadlines and ensuring seamless team collaboration across time zones.

### **The Arbor Company, Atlanta, GA - *Graphic Designer***

OCTOBER 2014 - DECEMBER 2014

Responsible for designing marketing assets for 24 Arbor retirement communities.

Redesigned existing brochures, applications, and other marketing materials to reflect updated branding.

### **RR Donnelley, Atlanta, GA - *Motion Graphics Designer***

MAY 2013 - SEPTEMBER 2013

Led multiple corporate identity motion design projects, consistently exceeding deliverable deadline expectations.

Demonstrated a keen eye for aesthetics and attention to detail.

Created animations, kinetic typography, vector graphics, photography, and video content.

Collaborated with the creative team to produce high-quality motion graphics deliverables that met the brief and exceeded performance expectations.

## **EDUCATION**

**Savannah College of Art and Design, Atlanta, GA - B.F.A Broadcast Design and Motion Graphics**