

LAURENCE JONES

MOTION DESIGNER | 3D GENERALIST

PROFESSIONAL SUMMARY

Senior Motion Designer and 3D Generalist with over a decade of experience delivering concept-driven creative across social, digital, broadcast, and streaming platforms. Frequently served as acting creative lead, guiding visual direction and motion execution across multi-disciplinary teams. Collaborated with top advertising agencies, as well as internal brand, marketing, and social teams, to translate big ideas into engaging content. Led the production of high-volume 3D motion graphics, contributing to 150+ episodes within the Warner Bros. Discovery Global Networks. Known for bridging creative strategy and hands-on production with strong visual storytelling, technical precision, and collaborative leadership.

WORK EXPERIENCE

SENIOR MOTION DESIGNER (FREELANCE)

MUVEFX 2022 - Present | Knoxville, TN, US

Oversee the creative development and delivery of 2D and 3D in-show animations and graphics packages for multiple flagship HGTV series, along with work for small businesses and agencies. Manage the full production process and rendering pipeline to ensure cohesive design, high-quality visuals, and strict adherence to broadcast standards.

MOTION DESIGNER (CONTRACT)

Warner Bros. Discovery 2016 - 2022 | Knoxville, TN, US

Designed and animated 3D on-air graphics for HGTV, DIY Network, Food Network, and Discovery+. Contributed to refined animation workflows that increased rendering pipeline efficiency and visual quality. Assisted with look development and delivered engaging, on-brand assets under tight broadcast deadlines.

MOTION DESIGNER | VIDEOGRAPHER (FREELANCE)

LJ-Arts 2010 - 2016 | Knoxville, TN, US

Delivered end-to-end video production services, encompassing shooting, editing, and post-production. Produced custom 2D and 3D animated graphics. Managed project timelines ensuring high-quality deliverables for a range of small businesses and corporate agencies.

CONTACT INFO

E-Mail: ljones@muvefx.com

Website: muvefx.com

Location: Knoxville, TN, US

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

BFA: Visual Effects | Magna Cum Laude
Savannah, GA, US

PELLISSIPPI STATE COMMUNITY COLLEGE

AAS: Communications Graphics Technology
Knoxville, TN, US

SKILLS

MOTION GRAPHICS: Designing 2D/3D animation for broadcast, digital, and branded content.

3D ANIMATION: Building scenes, animating assets, and delivering high-quality renders across styles.

VISUAL EFFECTS: Integrating CG and live-action elements through compositing, tracking, and roto.

VIDEO EDITING: Crafting clear, engaging edits with strong pacing, storytelling, and sound alignment.

CONCEPT DESIGN: Developing visual ideas, style frames, and creative direction for teams and clients.

GENERATIVE AI: Using AI tools to accelerate ideation, asset creation, and exploratory workflows.

SOFTWARE

- Adobe Creative Cloud
- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- InDesign
- Cinema 4D
- Redshift
- Frame.io
- Trello