

Contact

(828) 318 9408
gracelawtondesign.com
gracelawtondesign@gmail.com
<https://www.linkedin.com/in/gracelawton>

Education

Savannah College of Art & Design

Savannah, GA
BFA with Distinction, Motion Media Design
Minor: Art History
June 2018- June 2022

- Dean's List (Spring 2021, Winter 2022)

Creative & Technical Skills

- Motion design
- 2D animation
- Typography
- Compositing
- Rotoscoping
- Broadcast & logo design
- LED screen design
- Social media graphics
- Mogrt templates
- Expression coding
- Editing
- Print design
- Live event production
- Lighting design
- Storytelling for fan engagement
- Cross-Platform campaigns (broadcast, social, stadium LED)
- Strong communication
- Leadership
- Problem-solving skills
- Organization & time management skills

Software

- After Effects
- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Lightroom
- PC & OS Systems
- Google & Microsoft systems
- Slack

Experience

Motion Designer, Banner Studios

Chicago, IL October 2022 - July 2025

- Designed and animated graphics for broadcast, social, and live platforms across diverse client campaigns.
- Delivered up to 15 projects simultaneously under tight deadlines, producing high-quality, on-brand visuals that elevated client messaging.
- Built modular motion templates (mogrt) to streamline workflows and enable scalable, flexible content — mirroring the fast-turnaround demands of sports media.
- Collaborated with creative teams to concept and produce social-first animations that boosted audience engagement and online presence.

Motion Designer, Rocket Central

Detroit, MI June 2022 - August 2022

- Produced dynamic video content for in-house training, applying broadcast-quality design and animation techniques.
- Developed greenscreen composites and motion environments to enhance storytelling and elevate production value.
- Engineered customizable motion templates with expressions, empowering editors to quickly adapt graphics for large-scale distribution.
- Strengthened expertise in 2D design and animation, ensuring polished visuals for fast-paced production timelines.

Keyholder, Anthropologie

Savannah, GA October 2020 - July 2022

- Led a team of six associates, training staff and ensuring elevated brand presentation across visual merchandising and store experience.
- Upheld high visual standards, translating brand identity into engaging, customer-facing displays.
- Developed leadership, communication, and problem-solving skills in a fast-paced, team-driven environment.

Security & Lighting Technician Intern, The Orange Peel

Asheville, NC October 2015 - June 2018

- Ensured guest safety and upheld venue rules during high-capacity concerts and events.
- Managed crowd flow, ticket checks, and backstage access to maintain a secure environment for artists, staff, and attendees.
- Responded quickly to incidents with professionalism and sound judgment, ensuring minimal disruption to live performances.
- Developed strong communication, problem-solving, and crisis management skills in a fast-paced entertainment setting.
- Programmed stage lighting for live concerts, creating immersive visual experiences that amplified audience energy.
- Partnered with touring artists and technical crews to ensure seamless event production under high-pressure, quick-turn conditions.
- Independently managed small-scale shows, from design to execution, demonstrating leadership in live entertainment production.
- Gained hands-on experience in real-time visual storytelling.