

SHAWN GOODRICH

MOTION DESIGNER · ART DIRECTOR · VFX · CREATIVE TECHNOLOGY

MARIETTA, GA · 404-788-9409 · g_rich@mac.com · theLuminousEther.com

PROFILE

Senior Motion Graphics Designer and Art Director with 26+ years of experience across broadcast, sports, entertainment, branding, animation, visual effects, and digital media. Combines deep production expertise with Cinema 4D, After Effects, compositing, workflow automation, and generative AI to create high-impact visual storytelling under demanding deadlines.

CORE EXPERTISE

Motion Design · Animation · Art Direction · Broadcast Design · 3D · Visual Effects · Compositing · Branding · Creative Direction · Visual Storytelling · Workflow Automation · Generative AI

TOOLS Cinema 4D · After Effects · Photoshop · Illustrator · Adobe Firefly · ComfyUI · ChatGPT · Adobe Creative Cloud

EXPERIENCE

ATLANTA NEWS FIRST Atlanta, GA

Motion Graphic Designer · 2024–Present

- Create motion graphics and animation for broadcast, marketing, streaming, social, and digital platforms.
- Develop sports broadcast graphics for the Atlanta Braves, Atlanta Dream, and Peachtree Sports Network, including opens, score bugs, transitions, and promotional assets.
- Contributed to the launch and on-air identity of Peachtree Sports Network through graphics systems and motion packages.
- Use Cinema 4D, Adobe Creative Cloud, ChatGPT, ComfyUI, and Adobe Firefly to expand creative capability and production efficiency.

THE E.W. SCRIPPS COMPANY Atlanta, GA

Motion Graphic Designer · 2020–2024

- Produced broadcast design and motion graphics for Court TV, Scripps Sports, and national television networks.
- Created sports packages for the Vegas Golden Knights and other professional sports properties.
- Helped develop on-air branding and graphics systems for Scripps Sports.
- Built automated After Effects templates and data-driven workflows to improve efficiency and consistency.

FORTUNES REVENGE DISTILLERY Atlanta, GA

Business Owner · 2020–Present

- Manage distillation operations, compliance, equipment maintenance, and brand development for a growing spirits business.

WSB-TV Atlanta, GA

Motion Graphic Designer · 2014–2020

- Produced broadcast motion graphics, station branding, promotional campaigns, and special-event graphics for television, digital, and social platforms.
- Designed show opens, lower thirds, election graphics, weather graphics, and marketing assets.
- Developed automated After Effects templates and workflow tools that improved production efficiency and brand consistency.

SELECTED CAREER EXPERIENCE

GEORGIA PUBLIC BROADCASTING Atlanta, GA

Art Director · 2009–2011

- Led branding and rebranding initiatives across broadcast, digital, and promotional platforms.
- Directed graphics packages and visual storytelling projects from concept through delivery.

NEW WAVE ENTERTAINMENT Los Angeles, CA

Art Director · 2005–2006

- Directed motion design, broadcast graphics, and visual effects for entertainment, film, and television clients.
- Led designers and animators while overseeing creative development, production, and delivery.

THQ Los Angeles, CA

Editor · 2004–2005

- Edited trailers, commercials, and promotional content for video game and entertainment marketing campaigns.
- Created motion graphics, title animation, and visual effects for broadcast and digital delivery.

PRIMAL SCREEN Atlanta, GA

Compositor / Animator · 2001–2003

- Produced animation, motion graphics, and compositing for PBS, Cartoon Network, and national broadcast clients.

CARTOON NETWORK Atlanta, GA

Animator — Contract · 2001

- Supported animation, compositing, editing, and post-production for early episodes of Aqua Teen Hunger Force.

ADDITIONAL PROFESSIONAL EXPERIENCE

Art Institute of Atlanta — Professor, 2009–2014 · The Creative Circus — Professor, 2012–2014 · Chattahoochee Technical College — Adjunct Professor, 2020–2021

CBS News Atlanta — Designer, 2000–2009 · Zoic — VFX Artist / Compositor, 2006 · Blue Sky Agency — Motion Graphics Designer, 2012 · Magick Lantern — Editor & Designer, 2003 · Inspire Brands — Senior Graphic Designer, 2020

EDUCATION

SCAD — MFA, Broadcast Design | 2008–2009

SCAD — BFA, Motion Graphics | 1996–2000

Lansing Community College — AA, Computer Graphics | 1994–1996

TEACHING & MENTORSHIP

Motion design, 3D animation, compositing, visual effects, digital filmmaking, portfolio development, and professional production workflows. Experience teaching both in-person and remotely, with curriculum grounded in real-world industry practice.

CERTIFICATIONS

Adobe Education Trainer · Appalachian State University — Master Brewing Certification (2014)

CAREER HIGHLIGHTS

26+ years in motion graphics and visual storytelling · Broadcast + Sports + Entertainment + VFX · National network and professional sports experience · Creative leadership and education · Generative AI and workflow automation

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