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## WORK EXPERIENCE

### **INSPIRE BRANDS, Senior Graphic Designer**

**March 2020 – Present**

Created motion graphic and print materials for corporate communications within Arby's, Buffalo Wild Wings, Sonic, Rusty Taco, and Jimmy John's brands.

### **WSB-TV, Designer**

**August 2014 – March 2020**

Divided time between on-air and digital promotional content in addition to implementing new automated production techniques that generated graphics and maps for producers.

### **THE CREATIVE CIRCUS, Professor**

**June 2012 - September 2014**

Taught working professionals looking to expand their existing knowledge base. Created and helped train my fellow instructors on new 3D and compositing courses.

### **BLUE SKY AGENCY, Designer**

**April 2012 - September 2012 (Contract)**

One of two in-house motion designers, in charge of concept, production, and post-production of projects to clients such as the Braves, Off Broadway Shoes, Reader's digest, and Gas South.

### **ART INSTITUTE OF ATLANTA, Professor**

**September 2009 - September 2014**

Developed and taught curriculum for several different classes within the digital filmmaking and visual effects departments. Department advisor to graduating students.

### **GEORGIA PUBLIC BROADCASTING, Art Director**

**August 2009 - December 2011**

Directed and supervised the rebranding of on-air graphics for GPB. Delivered a broadcast package that increased the brand awareness of GPB while maintaining the underlying values of featured programming.

### **CBS NEWS ATLANTA, Designer**

**May 2000 - September 2009**

In charge of producing a high volume of broadcast and digital graphics under tight deadlines.

### **ZOIC, Visual Effects Artist I Composer**

**April 2006 - June 2006 (Freelance)**

Visual effects, compositing, and tracking on feature films for the popular episodic crime drama CSI, and commercials for Bell South.

### **NEW WAVE ENTERTAINMENT, Art Director**

**March 2005 - April 2006**

Provided direction to clients for studios such as Warner Bros., Universal, Sony, HBO, Fox, and Disney on design elements for film, television, and commercial productions. Final output of most materials were for film and DVD.

### **THQ, Editor I Motion Graphic Designer**

**February 2004 - March 2005**

Incorporated graphics and game play footage into promotional spots. Commercials aired nationally across many different formats.

### **PRIMAL SCREEN, Animator**

**February 2001 - January 2003**

Directed the design and production of a new show for Turner South from concept to completion. Other duties include animating cartoon characters for Cartoon Network, Disney, PBS Kids, and Nickelodeon.

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## EDUCATION

### **SAVANNAH COLLEGE OF ART AND DESIGN 2008-2009**

Masters of Fine Arts, Broadcast Design

### **SAVANNAH COLLEGE OF ART AND DESIGN 1996-2000**

Bachelor of Fine Arts (B.F.A.), Motion Graphics

### **LANSING COMMUNITY COLLEGE 1994 – 1996**

Associate of Arts (A.A.), Computer Graphics

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## CERTIFICATIONS

### **ADOBE EDUCATION TRAINER, 2013**

### **APPALACHIAN STATE UNIVERSITY, 2014**

Master Brewing Certification

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## AFFILIATIONS

### **NATAS, Member Since 2013**

Emmy Nominated 2017-2018

# SHAWN GOODRICH

## MOTION GRAPHIC DESIGNER



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Curiosity has lead to my love  
for design and animation  
as well as my need to explore  
and share with others  
my passion for  
type, color, and motion.

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404-788-9409

G\_RICH@MAC.COM

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## SKILLS

### **Compositing**

Nuke, Shake, & After Effects

### **Animation**

Maya & Cinema 4D

### **Editing**

Premiere & Avid

### **Print**

Photoshop & Illustrator

\*Have taught all software listed.