



JORDAN GOSSELIN

MOTION DESIGNER

WWW.JORDANGOSSELIN.COM

EXPERIENCE

SENIOR MOTION DESIGNER

CANADA LIFE

2015 – PRESENT

- Developed entertaining, educational, and informative promotions for products and initiatives within a cross-functional team
- Collaborated within a small team, offering guidance and solutions to create engaging content.
- Generated a variety of content concepts applicable to television, internal and external networks, and social media platforms.
- Established workflows and network processes by developing guidelines and implementing innovative technologies.
- Contributed to the continuous improvement of the team's performance and deliverables.
- Mentored team on effective animation and video editing to produce stronger results.

MOTION DESIGNER

CINEPLEX DIGITAL NETWORKS

2013 – 2015

- Created visually captivating promotional materials for products, announcements, and events.
- Adhered to strict timelines and guidelines to meet client and technological objectives.
- Innovated within the digital platform to produce engaging and entertaining content.
- Pushed the boundaries of our digital platform to deliver compelling visuals.

ART DIRECTOR AND PRODUCER

JORDANGOSSELIN.COM

2009 – PRESENT

- Managed end-to-end client projects, ensuring effective communication and meeting design requirements.
- Effectively communicated with vendors and collaborated with peers in; Digital, Marketing, Social Media, Event Compliance, and Communications to ensure successful project launches.
- Design, storyboard, edit and develop engaging motion graphics including illustrations and infographics for animations.

EDUCATION

WESTERN UNIVERSITY

PROFESSIONAL CERTIFICATE IN COMMUNICATIONS AND PUBLIC RELATIONS

2018 – 2020

A focus on communication that incorporates multiple platforms. Learn the ability to leverage social media, respond to a crisis and improve media relations.

FANSHAWE COLLEGE

ADVANCED DIPLOMA — GRAPHIC DESIGN

A three-year advanced program with a focus on developing skilled designers. Taught by industry experts with diverse working experiences.

ABOUT ME

Accomplished and award-winning illustrator and motion designer with a strong passion for finding difficult solutions. Driven by strong challenges and the satisfaction of implementing creative and successful strategies.

CONTACT

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dribbble.com/jordangosselin

SKILLS

TECHNICAL SKILLS

Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Cinema 4D
Figma

PROFESSIONAL SKILLS

Technology driven
Leadership
Handling Pressure
Administrative
Teamwork