



EXPERIENCE

SENIOR MOTION DESIGNER

CANADA LIFE

2015 – PRESENT

- Devised and launched high-impact content strategies for social media and digital platforms, driving innovative storytelling.
- Developed entertaining, educational, and informative content for various platforms, including TV, internal networks, and social media.
- Collaborated with cross-functional teams to create engaging content, offering guidance and solutions.
- Uncovered market opportunities and gaps to inform content strategies, leveraging industry trends.
- Generated a variety of content concepts and improved workflows through new guidelines and technologies.
- Spearheaded high-impact promotions and campaigns that resonated with audiences.

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.



EDUCATION

WESTERN UNIVERSITY

PROFESSIONAL CERTIFICATE IN LEADERSHIP

2022 – 2024

Develop personal leadership strategies to identify strengths and areas for improvement, and build communication skills to inspire and motivate teams.

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

JORDAN GOSSELIN

(226) 919-5794

contact@jordangosselin.com



www.jordangosselin.com



London, Ontario, Canada



contact@jordangosselin.com



dribbble.com/jordangosselin

SKILLS

TECHNICAL SKILLS

Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Procreate
Cinema 4D
Sketch & Figma

PROFESSIONAL SKILLS

Creative Vision
Strategic Leadership
Design Management
Project Oversight
Collaborative Innovation