

ALEX MORGAN

VIDEO EDITOR · MOTION DESIGNER · VISUAL STORYTELLER

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Creative profile Video editor and motion designer with 7+ years shaping brand films, social campaigns, product stories, and documentary content from brief through delivery. Combines editorial instinct with purposeful animation, sound, and compositing to build clear narratives that hold attention and perform across platforms.

Experience

Senior Video Editor & Motion Designer

Mar 2022 – Present

Northline Creative | New York, NY

- Lead post-production for launch films, paid social, explainers, and event content for technology and lifestyle accounts, delivering 120+ assets annually across 16:9, 1:1, and 9:16 formats.
- Edited a modular campaign system for a global product launch that generated 18.4M views and improved six-second video completion by 31% against the client's prior benchmark.
- Built an After Effects motion toolkit with reusable type, transition, lower-third, and end-card modules, reducing versioning time by 40% while keeping regional deliverables on brand.
- Direct editors, animators, colorists, and sound partners through review; introduced naming and handoff standards that cut late-stage delivery errors by 60%.

Video Editor & Motion Designer

Jul 2019 – Feb 2022

Signal House Studio | Remote / Austin, TX

- Cut documentary profiles, customer stories, and social series from multi-camera interviews and unscripted footage, translating dense material into concise, emotionally paced edits.
- Designed 2D animation and compositing for a fintech explainer series that raised landing-page engagement by 24% and supported rollout in four languages.
- Partnered with producers and creative directors on scripts, storyboards, animatics, music searches, and client presentations; routinely delivered broadcast, web, and accessibility-ready masters.

Assistant Editor

Jun 2017 – Jun 2019

Framecraft Post | Los Angeles, CA

- Prepared, synced, grouped, and organized footage for commercial and branded productions; managed proxies, turnovers, relinks, captions, and archival masters across concurrent projects.
- Created rough cuts, social adaptations, cleanup composites, and motion graphics under senior editors, earning promotion to lead short-form assignments within the first year.

Selected Work

Orbit Mobile: “Make Space”

Editorial lead for a 60-second hero film and 28 cutdowns; blended live action, UI capture, kinetic type, and sound design into a scalable launch package.

Campaign Film

Field Notes

Edited a six-part portrait series from 40+ hours of interviews and verite footage; established the visual language, pacing, and archival treatment for the season.

Docuseries

Skills & Tools

Editorial

Story structure, interviews, multicam, music editing, social cutdowns, versioning

Motion

2D animation, kinetic type, compositing, tracking, rotoscoping, expressions

Software

Premiere Pro, After Effects, DaVinci Resolve, Photoshop, Illustrator, Frame.io

Post workflow

Color and audio turnovers, captions, codecs, QC, media management, delivery specs

Education

BFA, Film & Digital Media

2013 – 2017

California College of the Arts | San Francisco, CA

Adobe Certified Professional: After Effects & Premiere Pro