

Julia Castro

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SUMMARY

Senior Motion Designer and Multimedia Designer with 8+ years of experience creating high-impact visual content across motion graphics, 3D animation, video production, digital marketing, social media, and branded storytelling. Experienced leading projects from concept through final delivery, combining design, animation, editing, and creative strategy to produce engaging content for technology, entertainment, consumer products, and digital experiences. Specialized in After Effects, Premiere Pro, Cinema 4D, Redshift, and Adobe Creative Suite with expertise spanning product visualization, motion systems, video production, web animation, and creative campaign development.

CORE SKILLS

Motion Design • 3D Animation • Creative Direction • Storyboarding • Style Frames • Look Development • Video Production • Video Editing • Visual Storytelling • Product Visualization • Brand Campaigns • Social Media Content • Digital Advertising • UI Animation • UI Design • Web Animation • Concept Development • Compositing • Sound

SOFTWARE

Cinema 4D • Redshift • After Effects • Premiere Pro • Photoshop • Illustrator • Figma • Spline • Unreal Engine • DaVinci Resolve • Rive • LottieFiles • Mocha AE • Greyscalegorilla • Frame.io • Render Farms • AI Generation

PROFESSIONAL EXPERIENCE

Senior Motion Designer

AssetWatch, Inc. | Remote
July 2024 – February 2026

- Served as the sole in-house motion designer, owning end-to-end production for all video, motion graphics, and animation initiatives across marketing, product, sales, customer education, and executive communications.
- Produced approximately 80 motion and video assets annually, delivering content across websites, social media, paid advertising, email marketing, sales enablement, trade shows, product launches, and customer-facing digital experiences.
- Led projects from concept, scripting, storyboarding, and style frame development through animation, editing, sound design, color finishing, and final delivery.
- Designed and produced fully 3D and hybrid motion projects using Cinema 4D, Redshift, and After Effects, including modeling, lighting, texturing, rendering, compositing, and animation.
- Defined visual style, pacing, motion language, and creative direction across campaigns while maintaining brand consistency and elevating overall creative quality.
- Created motion assets supporting every stage of the customer lifecycle, including awareness campaigns, conversion-focused marketing, onboarding experiences, feature announcements, customer retention initiatives, and executive presentations.
- Developed interactive and web-based motion experiences utilizing Spline, Lottie, and web animation workflows to enhance digital product and website experiences.
- Produced in-app and software-integrated motion assets that supported feature education, product communication, and user engagement.
- Translated highly technical industrial concepts into accessible visual narratives through a combination of motion graphics, 3D animation, product visualization, screen capture, and editorial storytelling.
- Collaborated cross-functionally with product marketing managers, subject matter experts, executives, sales teams, and external agencies to develop compelling visual content aligned with business objectives.
- Directed external animation vendors on large-scale projects, providing creative feedback, milestone reviews, and quality assurance throughout production.
- Established scalable production workflows, maintained organized project structures, and managed multiple concurrent projects within a fast-paced environment.

Motion Designer / Video Editor

Cryptozoic Entertainment | Remote
April 2022 – Present (Freelance Support Continues)

- Created motion graphics, video content, and 3D product visualizations supporting licensed entertainment properties, tabletop games, collectibles, and consumer products.
- Produced promotional campaigns for social media, e-commerce, retail, conventions, and digital advertising initiatives.
- Transformed STL files, manufacturing assets, and 2D vector artwork into polished Cinema 4D renders and animations used in digital campaigns, product launches, and printed marketing materials.
- Developed look development explorations, lighting treatments, materials, and style frames to establish visual direction for product launches and promotional initiatives.
- Created marketing assets for collectibles including enamel pins, coins, figurines, token dispensers, game accessories, and branded merchandise.
- Produced product showcases, tutorials, unboxing videos, social campaigns, sales promotions, and branded marketing videos for direct-to-consumer audiences.
- Partnered closely with marketing teams, licensors, product stakeholders, and creative leadership to execute campaigns from concept through final delivery.
- Captured and edited photo and video content for social channels, conventions, product launches, and promotional campaigns.

Freelance 2D/3D Motion Designer

July 2017 – Present

- Deliver end-to-end motion design, 3D animation, and video production services for clients across technology, entertainment, consumer products, and digital media industries.
- Produce concept-driven visual content including branded motion graphics, promotional videos, product visualizations, title sequences, social campaigns, and interactive experiences.
- Develop creative concepts, visual systems, and motion solutions tailored to brand objectives, audience engagement goals, and marketing strategies.
- Create 3D content utilizing Cinema 4D and Redshift including modeling, lighting, texturing, animation, rendering, and compositing.
- Manage all phases of production including client discovery, creative development, design, animation, revisions, stakeholder communication, and final delivery.