

Julia Castro

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SUMMARY

Senior **Motion Designer, Multimedia Designer, and Video Editor** with 8+ years of experience creating motion graphics, video content, digital campaigns, and social media assets for technology, entertainment, and consumer brands. Advanced in After Effects, Premiere Pro, and Cinema 4D, with experience taking projects from concept and storyboards through animation, editorial, revisions, finishing, and final delivery. Collaborative and detail-oriented, with a strong ability to manage overlapping deadlines, incorporate stakeholder feedback, and maintain brand and content accuracy throughout production.

CORE SKILLS

Motion Design • Video Editing • 2D/3D Animation • Digital Campaigns • Social Media Content • Visual Storytelling • Typography • Storyboarding • Style Frames • Concept Development • Creative Collaboration • Brand Compliance • Project Organization • Compositing • Color Grading • Sound Design • AI-Assisted Content Creation

SOFTWARE

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

PROFESSIONAL EXPERIENCE

Senior Multimedia & 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 creative brief, scripting, storyboarding, and style frame development through video assembly, animation, editing, sound design, color finishing, quality control, 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.
- 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.
- Managed overlapping projects and fast-turn revision cycles, **incorporating feedback from multiple stakeholders** quickly and accurately while maintaining quality, brand consistency, and deadline requirements.
- 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 closely with creative leadership, marketing teams, subject matter experts, executives, and external agencies to translate briefs, scripts, and stakeholder feedback into polished visual content aligned with campaign strategy, brand standards, and storytelling goals.
- 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)

- Produced Kickstarter campaign videos, animated GIFs, and 3D product renders for nine product launches that **generated \$7.7M+ in pledges, more than 11× their combined funding goals**, with every campaign surpassing its goal.
- Created motion graphics, edited video content, and produced 3D product visualizations for licensed entertainment properties, tabletop games, collectibles, and consumer brands across digital campaigns and social media.
- 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 **3D product marketing assets** including enamel pins, coins, figurines, token dispensers, game accessories, and branded merchandise.
- Produced product showcases, teasers, trailers, tutorials, unboxing videos, social campaigns, sales promotions, and branded marketing videos for direct-to-consumer audiences.
- **Partnered with marketing teams, licensors, product stakeholders, and creative leadership** to execute campaigns from concept through final delivery while adhering to brand guidelines, licensed-property requirements, and stakeholder approval processes.
- 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 2D, 3D, and hybrid motion content using After Effects, Premiere Pro, Cinema 4D, and Redshift for branded, digital, and social campaigns.
- Manage all phases of production including client discovery, creative development, design, animation, revisions, stakeholder communication, and final delivery.
- Partner directly with clients, creative teams, and stakeholders to translate ideas into polished visual experiences across digital, social, web, video, and experiential platforms.
- **Integrated AI-generated video, imagery, voiceover, and reference development into production workflows**, refining outputs through editing, compositing, animation, and brand-aligned creative direction.
- **Collaborate directly with clients and creative stakeholders** to interpret briefs, pitch visual approaches, present work, and translate feedback into polished campaign deliverables.
- Balance multiple client projects, revision rounds, and delivery specifications while maintaining organized project files, reusable assets, and version-controlled exports.