

# ETHAN LOFTON

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## PROFESSIONAL SUMMARY

Innovative leader in motion design with a unique ability to transform complex technical concepts into compelling visual narratives. Pioneer in developing comprehensive motion design systems that drive measurable engagement across platforms. 5+ years of experience synthesizing data-driven insights with creative excellence to deliver industry-leading results. Recognized for uniting technical precision with creative vision to animate new possibilities in motion design.

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## CORE EXPERTISE

### Strategic Vision

- Transform Concepts and Data-Driven Research into Compelling Visual Narratives that Drive Action
- Forge Technical Expertise with Creative Vision to Deliver Maximum Impact
- Unite Cross-Disciplinary Teams with Emerging Technologies to Catalyze the Evolution of Creativity

### Motion Design Systems Development

- Develop Static Brands into Dynamic Experiences Through Comprehensive Motion Design
- Pioneer Advanced Animation Techniques Maximizing Impact Across Multiple Platforms
- Maximize Engagement and Efficiency Through Data-Driven Production Systems

### Technical Mastery

- Advanced Motion Design: Expert in After Effects, Cinema 4D, Adobe Creative Suite, Figma
- "Full Stack" Production Expert: Animation Direction, Video Production, & Sound Design
- Creative Workflow Tooling: Leverage Generative & Custom Trained AI Models to Enhance Production Quality

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## PROFESSIONAL EXPERIENCE

2018-Present

### Senior Motion Designer (Freelance)

*Partnering with Leading Marketing Agencies Including Harbor and Uptic*

#### Breakthrough Projects:

##### Uptic Analytics Platform (SaaS)

- Led flagship motion design for project managing hundreds of millions in advertising spend
- Reimagined complex analytics as cinematic 3D journeys through innovative motion design
- United data with creative teams by leading a strategic motion production workflow

##### GE Profile Smart Appliance Line

- Transformed complex brand guidelines into elegant motion system for national retail deployment
- Created fluid animations distilling complex features into intuitive experiences reaching thousands of daily shoppers

##### GolfLogix App UA Campaign

- Created highest-performing campaign: 75% conversion growth, 30% engagement across millions of views
- Engineered seamless fusion of polished UI animations with dynamic golf action

##### Gaming, App & Web3 Marketing Innovation

- MARVEL SNAP: Pioneered advanced 3D collectible character animation systems
- Axie Infinity: Transformed Web3 complexity into engaging social narratives
- Diablo Immortal: Created trend-driven visuals maximizing user engagement
- Multiple Top-Tier Gaming Brands: Optimized performance across social platforms by producing bespoke motion style guides and metric-driven video asset iteration.

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### Web Development & Digital Production

2013-2018

- Cultivated broad expertise across web development, digital media production, and UX design
- Developed foundation bridging technical implementation with user-centered design principles