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# Morgan Cross

## Motion Graphics Designer

Atlanta, GA  
(404) 797-5972  
[m.cross441@gmail.com](mailto:m.cross441@gmail.com)  
[www.mcmotiongd.com](http://www.mcmotiongd.com)

### ABOUT ME

An experienced creative designer with an extensive video production and motion graphics design background for TV clients like BET+, FOX, HGTV, and DirecTV. My photography, graphic design, broadcasting, and film background brings a unique blend of creativity and technical expertise to every project. Proven ability to thrive in fast-paced environments, delivering high-quality work while meeting tight deadlines. Adept at collaborating with art directors and producing compelling visual content for digital and television platforms. Passionate about storytelling and eager to enhance audience engagement through innovative and creative designs and animations.

### SKILLS

Motion Graphics, Video Editing, Graphic Design, Web Design, UI/UX Design, Broadcast Design, Show Packaging, Network Packaging, Brand Packaging, Art Direction, Branding, Animation, Adobe Creative Suite, After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Blender, Keynote, DaVinci, Cinema 4D, Figma

### EXPERIENCE

#### **Divorce Court (FOX First Run), Atlanta, GA - *Graphic Artist***

FEBRUARY 2025 - PRESENT, PART-TIME

- Played a key role in developing and organizing case evidence graphics tailored specifically for on-air presentations and social media, ensuring clarity and visual impact for viewers.
- Collaborated closely with producers and legal teams to accurately translate complex information into visually engaging formats.
- Designed compelling show elements that aligned with the overall theme and tone of the broadcast.
- Developed creative packaging concepts to enhance the visual identity of each segment or program.
- Ensured all graphical assets met broadcast standards and were delivered on time.

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- Used industry-standard software tools to maintain high-quality visual output.
  - Contributed to the overall aesthetic consistency and storytelling of the show.

### **MCross Online, Atlanta, GA - *Motion Graphics Designer***

JULY 2011 - PRESENT, FREELANCE

- Produced Video, and Motion Graphics for in-house corporate video campaigns, TV, and Film. BET+, Autotrader.com, DirecTV, and others.
- Oversaw projects from concept through completion.
- Edited and maintained existing designs and templates.
- Adapted and optimized motion graphics for resolutions to ensure seamless playback on various devices and social media sites.
- Conceptualized and storyboarded motion graphic projects that aligned with brand guidelines.
- Designed motion graphics for corporate branding videos, online advertising, show packaging, and commercials for TV networks, TV shows, independent films, and tradeshow.

### **DISH Nation (FOX First Run), Atlanta, GA - *Graphic Artist***

JULY 2018 - JULY 2024, FULL-TIME

- Responsible for creating engaging and comedic animations and show packaging for an urban entertainment news program.
- Implemented and maintained templates to streamline the delivery of daily graphics.
- Collaborated with producers and editors to create and design show elements and packaging.
- Created and managed an internal asset library.

### **The Arbor Company, Atlanta, GA - *Graphic Designer***

OCTOBER 2014 - DECEMBER 2014, CONTRACT

- Responsible for updating and recreating marketing design and information for 24 Arbor retirement communities.
- Redesigned existing brochures, applications, and other marketing materials to reflect updated branding.

### **RR Donnelley, Atlanta, GA - *Motion Graphics Designer***

MAY 2013 - SEPTEMBER 2013, CONTRACT

- Completed multiple projects on or before tight deadlines for corporate identity and sales.
- Demonstrated a keen eye for aesthetics and attention to detail.
- Ensured high-quality motion graphics deliverables that met requirements and exceeded expectations.

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## EDUCATION

Savannah College of Art and Design, Atlanta, GA - *B.F.A Broadcast Design and Motion Graphics*