



Grant Loving

art direction + motion design

profile

I have been called a Swiss army knife, a one-stop-shop, and a man of many hats because I have the skills to take projects from concepting to execution. However, I typically go by Art Director and Motion Designer. I love making quirky, fun, and gleeful work that is not only effective, but makes people smile.

education

Ex'pression College

BAS in Motion graphic Design 2015

California College of the Arts

BFA in Graphic Design 2008

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portfolio

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experience

Art Director / Motion + Video at Quanata: 2020 - 2024

As a versatile Art Director + Motion Designer, I excel in fast-paced environments, bringing creative concepts to life through high-quality video content. Collaborating with stakeholders, I pitch innovative ideas and create engaging social media content and internal videos like sizzle reels and board meeting updates, showcasing company accomplishments. My proficiency in software like After Effects and Cinema 4D ensures visually impressive content that drives results. Working closely with writers and producers, I maintain alignment with Quanata's branding. Whether in-house or on-location, I am dedicated to delivering captivating video content.

Senior Art Director / Motion Designer at Rickhouse Media: 2018 - 2020

I make ideas come alive with vibrant creative direction. One of my main duties is getting to know a brand's DNA, and telling their story in a captivating fashion. My other duties include meeting with and pitching concepts to clients, supervising and planning shoots, creating storyboards / presentation decks, editing video, creating quirky and fun motion graphics, shooting still photography and video, and having a blast while I do it.

Art Director / Motion Designer at Grey: 2017 - 2018

As lead designer for Fitbit's social media campaign, I created a Fitbit April Fool's social post so appealing that it drew extensive views and the attention of Time Magazine and the Washington Post. Currently, I develop dynamic strategies and concepts that further Fitbit's social engagement. I also present concepts, organize and execute photoshoots, and design charming motion graphics.

Art Director / Motion Designer at Design Kitchen: 2016 - 2017

While working with creative directors, writers and project managers, I ideated, designed, and executed social media posts for HP that not only fit within brand guidelines, but also delighted the imagination. I art directed, shot video / photographs, motion designed, 3D modeled, edited video, sketched storyboards, and planned pre-production for shoots.

Motion Designer at TMG Creative: Feb 2016 - Nov 2016

I brainstormed with creative directors, producers, editors, and clients in order to create great stories. For production, I lit, textured, and animated CAD models that brought lifelike vibrancy to medical diagrams. I also collaborated with other creatives to come up with fun and engaging concepts that were easy for customers to connect with and understand.

Motion Designer at GoPro: 2015 - 2016

I created unique motion graphics to help spread GoPro's awareness on social media. I storyboarded concepts, designed title sequences, created lower thirds, bumpers, rotoscoped video, and composited live action with special effects. I also designed bespoke typographic layouts that made the work stand apart. Besides production, I trained editors on best practices for using After Effects and integrating graphics into production flows.

Visual Designer at Cognitive Match: 2012 - 2013

By creating an audit of a client's assets, I designed custom ads that spoke to the heart of their brand. I accomplished this by working closely with the client and learning their specific needs. The end result was work that not only looked great, but served to spread awareness, consideration, and conversion. Additional responsibilities included concepting, storyboarding, and production of dynamic ads.