

BRIDGET COSTA

LEAD MOTION DESIGNER | ART DIRECTOR | TEAM LEADER
| AD-STRATEGIST | DATA-DRIVEN DESIGN

CONTACT

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SKILLS

MANAGEMENT
ONBOARDING CURRICULUM DESIGN
QUICK TURNAROUND
CONCURRENT PROJECT PRODUCTION
DETAIL-ORIENTED

TOOLS

ADOBE CC:
AFTER EFFECTS, AUDITION,
ANIMATE, ILLUSTRATOR,
PHOTOSHOP, PREMIERE
FIGMA
CINEMA 4D
MARMOSET
ARNOLD RENDERER
OCTANE RENDERER
REDSHIFT RENDERER

EDUCATION

UNIVERSITY OF CONNECTICUT
BA, DIGITAL MEDIA AND DESIGN
2D ANIMATION & MOTION GRAPHICS

EXPERIENCE

LUMEN TECHNOLOGIES

(2023 - PRESENT)

SENIOR CORPORATE COMMUNICATIONS VISUAL STORYTELLER

- CONCEPT, DESIGN, ART DIRECTION, ANIMATION, MOTION GRAPHICS, AND VIDEO PRODUCTIONS FOR CORPORATE COMMUNICATION
- COLLABORATE WITH EXTERNAL COMMUNICATIONS TEAM TO STRATEGIZE THE PERFORMANCE STRATEGY FOR ORGANIC AND PAID CONTENT

CRAFTSMAN PLUS

(2020 - 2023)

LEAD DESIGNER

- DESIGN, ANIMATION, AND ART DIRECTION FOR PRODUCTION OF MOBILE ADS ACROSS META, TIKTOK, GOOGLE, AND IRONSOURCE PLATFORMS
- SaaS PLAYABLE AD PRODUCTION AND DESIGN
- DEMONSTRATED IN-DEPTH PRODUCT KNOWLEDGE BY GUIDING BOTH INTERNAL TEAMS AND CLIENTS ON BEST PRACTICES FOR ALL OF THE AD FORMATS AND PLATFORMS
- OWNED THE PRODUCTION PROCESS AS THE CREATIVE LEAD AND ART DIRECTOR FOR ALL UGC VIDEO ASSETS
- CULTIVATED STRONG PARTNERSHIPS WITH INDUSTRY LEADERS SUCH AS TIKTOK, EARNING RECOGNITION AS AN EXEMPLARY PARTNER AT A CONFERENCE ATTENDED BY OVER 500 INDUSTRY PROFESSIONALS
- COLLABORATED WITH THE TIKTOK CREATIVE EXCHANGE AS A TIKTOK CREATIVE PARTNER
- BUILT AND OPERATED THE ONBOARDING PROGRAM FOR ALL INCOMING CREATIVE TEAM MEMBERS: "BRIDGET BOOTCAMP"
- MANAGED A TEAM OF MOTION DESIGNERS
- FOUNDED COMPANY DIVERSITY, EQUITY, AND INCLUSION GROUP

ESPN

(2018 - 2020)

ASSOCIATE DESIGNER, MOTION GRAPHICS

- SHOW PRODUCTION DESIGNER, OFFLINE PROJECT DESIGNER
- ESPN DOG DAY, LEAD DESIGNER
- NBA FINALS 2018 BOTTOMLINE TAKEOVER
- COLLEGE FOOTBALL NATIONAL CHAMPIONSHIPS 2018, ARENA GRAPHICS
- SUPER BOWL LIII, ON-SITE GRAPHICS FOR BROADCAST SHOOTS

MOGRAPHBYBRIDGET.COM