

JUSTIN REYNOSO

CONTACT

New York, NY
973-214-9470
jus8rey@gmail.com
ijus8.com

EDUCATION

Fashion Institute of Technology
New York, NY

B.F.A., Computer Animation and
Interactive Media, cum laude

A.A.S., Illustration, cum laude

SKILLS

Motion & Video: After Effects,
Premiere, storyboarding

Design: Photoshop, Illustrator,
brand and design systems

3D & Real-time: Maya, Unity,
Unreal Engine

Code: C#, C++, Python

SUMMARY

Motion graphics and visual designer with 5+ years of experience creating animated infographics, 3D virtual sets, and branded social content for Johnson & Johnson, CNET, and Modei Studios. Fast, detail-oriented, and fluent in After Effects, Photoshop, and Illustrator.

WORK EXPERIENCE

JOHNSON & JOHNSON | New York, NY

Motion Graphics Designer, Freelance, April 2024 - Present

- Design and animate After Effects infographics that turn dense healthcare information into clear, engaging motion for internal and external communications
- Develop motion concepts end to end on quick turnarounds, from storyboards and style frames through animation, feedback rounds, and final export
- Adapt animations and graphics to multiple aspect ratios and delivery specs for web, social, and presentation use
- Retouch and edit photography in Photoshop to maintain brand consistency and visual cohesion across projects
- Manage tight deadlines and fast-moving revisions independently while partnering remotely with cross-functional stakeholders to deliver on-brand work

MODEI STUDIOS | Brooklyn, NY

Art & Motion Graphics Director, September 2023 - July 2025

- Spearheaded development of the brand style guide, defining typography, color, and usage standards adopted across the team and partners
- Developed creative concepts and co-branded assets for partner activations, working with partners such as JBL, Mike's Hot Honey, Captain Morgan, and POSH
- Created an animated identity for the recurring playlist series, used as the Spotify cover and across social posts
- Directed visual design across video, social, paid, website, and newsletters, creating original assets tailored to each format and platform
- Art directed event flyers with fresh concepts that drove site traffic and increased social engagement
- Built reusable templates for social, thumbnails, and newsletters, speeding production while keeping the brand consistent

CNET | New York, NY

Visual Designer / Motion Graphics Designer, October 2021 - July 2023

- Designed graphics packages for CES 2022 and 2023 including 3D virtual sets, live-event graphics, and video assets for three days of live broadcast coverage plus post-event content
- Designed and built a YouTube thumbnail system that kept video branding consistent and instantly recognizable across CNET's channels
- Produced motion graphics, interactive content, 2D and 3D animations used in CNET articles, recurring YouTube segments, as well as social and brand campaigns
- Designed 3D virtual set backgrounds and live-event graphics for video and broadcast-style programming
- Created animated GIFs and short-form assets tailored to each platform's specs and audience
- Supported rapid video iterations, including reformatting, resizing, and testing, on tight turnarounds
- Partnered with editors, producers, and designers, using brand strategy and competitor insight to shape creative