



Anthony Townson

Senior Motion Graphic and Multimedia Designer

Dynamic and innovative Motion Graphics and Multimedia Designer with over 10 years of experience transforming concepts into compelling visual narratives. Expertise spans motion graphics, video production, animation, and graphic design for corporate, retail, and agency environments. Recognized for art direction, creative problem-solving, and end-to-end project management. Adept at cross-functional collaboration and delivering high-quality multimedia content that engages audiences and meets stakeholder goals.

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CORE EXPERTISE

Animation (2D/3D)

Graphic Design

Multimedia

Motion Graphics

VFX

After Effects

Premiere

Cinema 4D

Photoshop

Illustrator

Character Rigging

Video Production

Video Editing

Storyboarding

Post Production

Photography

PROFESSIONAL EXPERIENCE

Visual Storyteller and Multimedia Designer TD Bank

10/2023 - 08/2024

- Produced visually stunning motion graphics for product promotions, including the Embedded Banking launch, increasing website traffic and sales.
- Developed impactful CEO message videos and quarterly updates, delivering high-quality multimedia within tight deadlines.
- Filmed and edited social media content for events like the “Doggie ATM”, earning millions of impressions and media coverage.

Multimedia Designer Burlington Stores

05/2021 - 06/2023

- Led the production of the 12 video "Getting to Know You" series, enhancing executive-employee connections.
- Directed and designed hundreds of event assets, earning an “Excellence Award” for high-quality meeting content.
- Filmed and produced innovative training videos, introducing a new tagging system widely adopted across the organization.
- Collaborated on diversity and inclusion videos, creating compelling visuals that aligned with corporate messaging.

Senior Motion Graphic Designer Thomas J Paul

05/2018 - 01/2021

- Produced full-character animated promo videos, driving website traffic and customer engagement.
- Innovated 3D packaging visualization techniques and led training sessions to standardize workflows.
- Developed multimedia training content for large pharma clients, achieving preferred vendor status.

Motion Graphics and Graphic Design Contractor Comcast

08/2013 - 01/2018

- Increased employee engagement and awareness by 25% through the production of engaging post-event sizzle reel videos for our internal lab week event.
- Pioneered the development of the Comcast Branded Destination channel, enabling users to purchase third-party content via remote, featuring brands such as Lexus and Fandango.

EDUCATION

Media Arts and Animation Art Institute of Philadelphia, Philadelphia

Graduated with honors - 3.7 GPA