

natalie einterz.

MOTION DESIGNER
VIDEO EDITOR
ILLUSTRATOR

contact

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education

MA, Mass Communication
Documentary Film Production
University of Florida, 2009

BA, Film & Media Studies
Indiana University, 2007

BA, Germanic Studies
Indiana University, 2007

School of Motion
Character Animation
Bootcamp, 2021
Advanced Motion
Methods, 2019
Explainer Camp, 2018
Animation Bootcamp, 2017

software

After Effects	
Premiere Pro	
Illustrator	
Photoshop	
Figma	
Media Encoder	
Procreate	
Blender	

about

A mindful, detail-oriented creator with strong skills in motion design, editing and digital graphics. Well-versed in managing diverse projects from concept to final delivery, adhering to brand standards and optimizing technical aspects. Thrives with team collaboration and creative problem-solving, crafting impactful video content to help brands reach target audiences. Constantly curious about new technologies and strategies.

experience

Freelance

Motion Designer, Illustrator, Video Editor (June 2017 – Present)

- Create, animate and edit impactful videos and digital content for marketing, educational, web, social media and broadcast outlets.
- Lead entire production cycles from ideation to final output, managing budgets, scheduling, music and voiceover sourcing, sound design and versioning.
- Transform complex ideas into visual scripts, style frames, and storyboards for effective communication in production.
- Collaborate, plan and strategize with team leads, creative directors, designers and stakeholders to drive innovative, performance-driven brand storytelling.
- Integrate seamlessly into team workflows, embracing and incorporating feedback within tight timelines.
- Maintain meticulous organization while managing multiple projects at various production stages.
- Stay updated on industry trends and software advancements, integrating AI tools and maintaining a curious, self-motivated drive toward new skills and knowledge.

Studio Hippo

Motion Designer/Animator & Illustrator (June 2017 – April 2019)

- Created dynamic 2D motion graphics across broadcast, web, social, education, and app platforms.
- Collaborated across the full production process to craft compelling brand narratives, transforming concepts into captivating animated videos and infographics.
- Developed visual scripts and storyboards, ensuring client satisfaction and creative alignment.
- Edited video footage for engaging hybrid motion and live action projects.

skills

Motion graphic design

Video editing

Digital illustration

Adobe Creative Suite

Script writing

Visual scripting

Style frames

Vector graphics

Raster graphics

Storyboarding

2D Animation

Character animation

Social media videos

Ad design

Graphic design

Templates (.mogrts etc.)

Typography

Interactive animations (Rive)

Color correction

Audio sweetening

Sound design

Storytelling

Video file versioning
(dimensions and outputs for
various platforms)

File rendering optimization

German language (advanced
proficiency)

Spanish language (basic to
Intermediate proficiency)

experience continued

Craftsy

Senior Video Editor (August 2015 – June 2017)

- Edited long and short-form multi-cam video footage, for educational impact and entertainment, focusing on clarity and pacing.
- Enhanced audio and color across all videos, creating LUTs and graphic templates for junior editors and for streamlining workflows.
- Juggled multiple editing projects at different stages, providing and implementing team standards for graphic usage, file organization (using a central DAM system) and version control.
- Designed efficient workflows in a high-output, deadline-driven production environment.
- Hired and trained freelancers and other editors.
- Collaborated with producers, writers and creative directors both in person and via review platforms like frame.io.
- Developed still and animated graphics aligned with brand standards.

Craftsy

Finishing Video Editor (July 2012 – August 2015)

- Edited diverse educational videos (crafting, cooking, fine art, photography), ensured adherence to brand standards and final quality.
- Designed, animated and integrated graphics into videos.
- Provided technical expertise in codecs, frame rates, resolution and proxy workflows, troubleshooting and optimizing processes for colleagues
- Collaborated with production teams on high-volume content, overseeing reviews using project management tools.
- Expertly tackled challenges under tight deadlines, independently and alongside producers, directors, and writers.

Indiana University, Kelley School of Business

Video Editor & Videographer (April 2010 – July 2012)

- Directed, shot (studio and on location) and edited educational and promotional videos.
- Illustrated and animated graphics to enhance video content.
- Partnered with marketers and professors to visually convey key messages through engaging videos.
- Incorporated stakeholder feedback while upholding best practices in file organization and storage.

University of Florida, College of Journalism & Communications

Teaching Assistant (August 2007 – May 2009)

- Assisted professor in teaching a screenwriting class.
- Assisted graduate professors with documentary research.