

Shawn Esposito



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SENIOR MOTION DESIGNER + AI

PROFESSIONAL SUMMARY

Experienced Senior Motion Designer for top global brands and entertainment properties who is leveraging the latest AI innovations for graphic design and animation. Inventive concept designs on titles and promotions for global marketing campaigns. Team collaboration with Creative Directors, Art Directors, Producers, Writers and Executives to create dynamic and powerful media. Branding for feature films, network shows, streaming, broadcast, billboards and social media. Graphic design and finishing on everything from commercials to show opens. Deep technical knowledge of AI for design and VFX. Advanced user of ComfyUI and node based AI workflows with AI workstation.

Inspired by the latest AI generative imagery and actively integrating it with traditional motion graphics, 3D camera tracking, compositing, typography and design skills. Genuinely obsessed with using AI and renderfarms to revolutionize the creative process on production pipelines.

AREAS OF EXPERTISE

- Main Title Design
- Visual Identity
- Trailers and Promos
- Network Show Packages
- Creative Direction
- 3D Animation & Modeling
- VFX & Compositing
- AI Workflows for Animation
- ComfyUI and ComfyCloud
- Runway AI & Meta AI
- Wan, Veo, Flow, Gemini AI
- Post-Production Supervision
- Branding & Marketing
- Pitchdecks & Storyboards
- Toolkits and Templates
- Cinema4D & Octane
- After Effects Expert
- Premiere Pro, Photoshop
- Project Tracking
- Media Management
- Billboards & OOH Ads

CAREER HIGHLIGHTS

Brand Management: 5+ years with Paramount and CBS on Global Marketing Campaigns.

Graphics Producer: Created show packages for top comedy specials, series and award shows.

Lead Graphic Artist: 10 years in the Art Director's Guild on shows for CBS, FOX and Viacom.

Supervising Graphic Designer: Over 1000 episodes designing motion graphics on The Talk (CBS).

PROFESSIONAL EXPERIENCE

Graphic Designer: *Paramount / CBS Media Ventures* - Los Angeles & New York 03/2020-11/2025

CBS Creative Services - Global Brand Strategy - Motion Graphics Designer on

“Jeopardy!”, “Wheel of Fortune”, “Hot Bench”, “Judge Judy”, “FlipSide”, “The Perfect Line”

Affiliate and syndicated On-Air weekly promotions, main titles, show packages and integrations.

Social media adaptations for 9x16, 4x5 and 1x1 campaigns on Instagram, Facebook and TikTok.

Coordinated extensive Cinema4D and After Effects project deliveries between Sony and GameShow Network for seasonal updates and sweepstakes promotions. Billboards for Times Square and OOH.

Senior Finishing Artist - Ignition Creative - Los Angeles, CA 2022-2023

"Bullet Train", "Pinnocchio", "Champions" compositing, finishing and reformatting Theatrical 4k trailers.
Remote work in After Effects and Cinema4D. HD and Social Media trailer format adapts.

Graphic Designer - CBS Television Distribution - Studio City, CA 09/2019-12/2019

"Breakthrough" - Talk Show with video walls, animation segments, statistics, social media, screens.

Motion Designer - Comedy Central / Viacom - Hollywood, CA 08/2019

"Roast of Alec Baldwin" - Social media content for promotions. After Effects. Illustrator. Photoshop.

Title Artist / VFX Artist - Lionsgate - Los Angeles, CA 04/2018-09/2018

"2 Minutes of Fame" - 170 VFX shots at 4k. Main title. Social media parody and composites.

Graphic Artist - CBS Television Distribution - Studio City, CA 06/2017-12/2018

"ET: Entertainment Tonight" & *"Insider"* daily social media content. Fast-paced news environment.

Graphics Designer - Freeform - Hollywood, CA 04/2017-08/2017

"Truth & Iliza" - Created graphics for Iliza Schlesinger comedy sketches. animated set backdrop screens. Satire and spoofs. Graphics for print, prop department and animated graphics.

Title Artist - Comedy Central / Viacom - Hollywood, CA 10/2015-02/2016

"This Is Not Happening" : Season 2 - 25 VFX title sequences. 3d Camera tracking and 360 degree environmental HDRI world composites.

Graphic Designer - Google / YouTube Premium - Los Angeles, CA 11/2015-04/2016

"Scare Pewdiepie" - 6 episodes. Original in-show content. Title Sequences, visual effects and keyable graphics for one of the world's most popular YouTubers with an audience of over 100 million..

Supervising Graphic Designer - CBS - Studio City, CA 08/2010-06/2015

"The Talk" - Titles and graphics on over 1000 episodes. Daily Live Shows. Motion graphics & VFX. Provided graphic elements to the Avid edit systems and to the control booth for live triggering and playback. Topical content, product integrations, game show segments, visual effects comedy spoofs. Supervised a team of graphic designers and ran the graphics department at CBS Radford for 5 years.

Video Screen Animator - NBC - Hollywood, CA 06/2011-08/2011

"The Voice" - Large format video screens and LED set floors, steps and curtains.
Cinema4D and After Effects. Abstract visuals for music performances and stage production.

Education

Bachelor of Fine Arts in Animation - University of the Arts, Philadelphia, PA

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