

KARYN ROLLINS

MULTIMEDIA SPECIALIST | MOTION DESIGN | CONTENT DEVELOPMENT

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PROFESSIONAL SUMMARY

Senior Multimedia Specialist and Motion Designer with 10+ years of experience developing visual content, motion systems, 3D experiences, and multimedia campaigns across broadcast, digital, experiential, and brand environments. Combines strong creative direction and visual storytelling with technical production expertise to take projects from concept and previsualization through production and delivery. Experienced in building scalable creative workflows, improving production systems, and integrating emerging technologies—including generative AI—into practical creative pipelines. Known for bridging creative vision and technical execution, driving complex projects, and helping teams produce stronger work more efficiently.

CORE CAPABILITIES

- Motion Design & Visual Storytelling
- Creative Direction & Concept Development
- Multimedia Production & Content Strategy
- 3D Design, Animation & VFX
- Creative Production Leadership
- Visual Systems & Brand Development
- Workflow Design & Production Optimization
- Cross-Functional Creative Leadership
- AI-Assisted Creative Workflows
- Content Development & Emerging Media
- Storyboarding & Previsualization
- Broadcast, Digital & Experiential Content

AI & GENERATIVE SYSTEMS EXPERIENCE

- Integrated generative AI into motion and 3D production workflows to accelerate visual ideation, asset development, and creative iteration.
- Designed AI-assisted workflows using Stable Diffusion and ComfyUI to support rapid concept development and production-ready visual exploration.
- Developed repeatable approaches for maintaining stylistic consistency across AI-generated creative assets.
- Evaluated emerging generative, language, and voice technologies for practical applications across multimedia production.
- Applied emerging technology as a creative-production accelerator while maintaining human-led art direction, visual quality, and brand consistency.

TECHNICAL TOOLSET

- **3D & Simulation:** Cinema4D, Octane, X-Particles, TurbulenceFD, EmberGen, World Creator, Cascaduer
- **Adobe Suite:** After Effects, Premiere, Photoshop, Illustrator, Audition, XD, Media Encoder
- **Animation & Audio:** Toon Boom Harmony, FL Studio
- **Generative AI:** Stable Diffusion, ComfyUI, LLM frameworks, voice cloning systems

PROFESSIONAL EXPERIENCE

On-Set VFX Supervisor

Skystorm, Inc. (Adobe x NFL Collaboration) — Oct 2025

- Directed on-set VFX capture strategy, translating creative and post-production requirements into practical pre-production specifications.
- Established tracking, lighting, and capture standards to support consistent integration between live-action production and downstream VFX workflows.

Motion Graphics Designer (Contract)

Kennetic Productions, Inc. — Jul 2025 – Oct 2025

- Produced motion graphics content for commercial campaigns across web and social platforms
- Executed full production pipeline including design, animation, editing, and delivery
- Delivered branded content aligned with client marketing objectives across multiple formats

Senior Multimedia Specialist

Relativity ODA LLC — Mar 2022 – Jul 2024

- Orchestrated the design and production of multimedia assets supporting product launches, marketing campaigns, and client-facing experiences.
- Helped evolve visual and brand systems across digital, print, and environmental applications, ensuring consistency across diverse creative outputs.
- Partnered cross-functionally with creative, marketing, and production stakeholders to translate business objectives into cohesive visual experiences.

Senior Motion Graphics Designer

GuideWell Connect Studios — Nov 2016 – Feb 2022

- Conceptualized, storyboarded, designed, and produced motion graphics and video content for broadcast, web, social, and integrated marketing campaigns.
- Translated creative briefs and complex subject matter into narrative-driven visual systems, animations, and branded content.
- Partnered with creative directors, producers, copywriters, and cross-functional stakeholders to develop concepts and carry projects through production and delivery.
- Managed multiple concurrent creative projects while balancing production schedules, stakeholder feedback, technical requirements, and creative quality.
- Developed motion and visual content across healthcare, retail, hospitality, and technology environments, adapting creative approaches to varied audiences and brand objectives.

Motion Graphics Artist

OPTYM — Apr 2016 – Oct 2016

- Developed animated content for B2B marketing, corporate events, and explainer videos.
- Partnered with stakeholders to translate complex concepts into clear visual narratives.

Motion Graphics Designer

Gensler — Feb 2015 – Feb 2016

- Designed and produced motion graphics for architectural presentations, retail displays, and branded environments.
- Collaborated with multidisciplinary teams to create visual content for physical and digital installations.

Animator & Storyboard Artist (Contract)

Turner Studios — Nov 2013 – Jan 2015

- Created storyboards and animation assets for broadcast content across multiple regions.
- Worked within production pipelines to deliver episodic animation under tight deadlines.

2D Animator

Bento Box Entertainment — Jul 2012 – Jul 2013

- Produced animation for television series distributed across streaming and broadcast platforms.
- Collaborated within studio production pipelines to deliver episodic content.

EDUCATION

BFA, Animation

Savannah College of Art and Design