Coleman Reyna

Motion Designer

(512) 999-2709 | animation@colemanreyna.com | colemanreyna.com | Austin, TX

Motion designer and digital media professional with over 10 years of experience producing animation and visual content for a wide range of uses, from marketing materials and broadcast TV advertisements to product explainers and corporate presentations. Blends motion design with front-end development, pairing UI/UX design with HTML and CSS interactivity to build engaging web experiences. Translates complex ideas into clear visual stories across print, web, and video, and takes work from concept to final delivery. Scopes and manages projects under tight deadlines, working independently and as a strong, communicative collaborator.

Core Competencies

Motion & Animation: Motion Design, 2D & 3D Animation, Broadcast TV Advertisement & Promotional Animation, Product & Explainer Animation, Transitions, Interaction States

Design & Experience: UI/UX Design, Visual Storytelling, Brand Guidelines, Data Infographics & Visualization, Visual Experiences across Print, Web & Video

Web & Interactive: WordPress, Elementor, HTML & CSS Interactivity, eCommerce (Print-on-Demand & Digital Products)

Software: Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign; Figma, Lottie, Blender

Communication: Concept Pitching, Written Treatments & Presentations, Cross-Functional Collaboration, Clear Written & Verbal Communication

Production: Project Scoping & Management, Concept Development, Video Production & Editing, Tight-Deadline Delivery

Emerging Workflows: Higgsfield, Topaz, and leading AI models for text-based and photorealistic image manipulation; Claude Cowork, Code & Design

Professional Experience

Freelance Motion Designer & Digital Media Specialist — 2018 – Present

Austin, TX

- Produce animation and motion graphics in After Effects for a range of uses, including marketing materials, broadcast TV advertisements, product explainers, and corporate presentations, turning complex ideas into clear visual stories.
- Design and build interactive web experiences as a WordPress developer and designer, pairing UI/UX design with custom HTML and CSS interactivity, transitions, and interaction states for eCommerce sites selling print-on-demand and digital products.
- Create photorealistic 3D visualizations of products, architecture, and businesses in Blender for advertisements, presentations, and data infographics.
- Develop brand guidelines and deliver consistent visual experiences across print, web, and video; integrate Figma and Lottie into modern web and product workflows.
- Scope and manage projects from concept to final delivery under tight deadlines, working independently and with collaborators; pitch concepts through written treatments and presentations. Top Rated freelancer with 100% client satisfaction on Upwork.

Graphic Artist | Bluff City Sports — 2017 – 2018

Memphis, TN

- Designed brand-compliant custom artwork in Adobe Illustrator to client specifications, producing professional, print-ready output.
- Managed multiple design projects simultaneously and delivered on tight deadlines to ensure customer satisfaction.

Animator | Prodigi Arts — 2015 – 2017

Memphis, TN

- Created motion graphics and 3D animation for client marketing, corporate presentations, and local broadcast TV advertisements that engaged target audiences.
- Developed concept art, storyboards, and written treatments to pitch ideas and visualize narratives for clients and cross-functional teams.

Education

Bachelor of Arts, 3D Animation | Rocky Mountain College of Art + Design, Denver, CO