

[Josh Baron](#) | Senior Motion Designer

JOSH@HOTSAUCE.STUDIO | [DEMO REEL](#) | 954-993-2325 | WORKING REMOTE

Summary

A multidisciplinary designer that with experience creating value around complex data platforms. Effectively and sustainably scaling design solutions beyond a single-use. A cross-functional collaborator who unites team members around a shared creative vision.

Expertise - Art Direction - Visual Storytelling - Motion Design - Brand Design - Design Systems - Cross-Functional Collaboration - Project Management - Product Expression - Interaction

Work Experience

Senior Motion Designer | Addepar | Remote

Oct 2021 - Jun 2023

Addepar is a financial data and wealth management platform

- Led video and motion deliverables with our cross-functional partners
- Created a 4-part series of sales enablement demos that generated 10,000 views
- Developed and built a platform video structure that could be personalized for enterprise
- Boosted release notes email average click-to-open by 16% with animated product expressions
- Delivered an extensive product image library to product marketing teams

Freelance Motion Designer | Addepar | Remote

Jan 2020 - Oct 2021

- Produced and created 40+ product training videos that educated over 500 users
- Animated visual brand updates and onboarding materials for internal teams
- Created product videos that represent \$8M in ARR for sales enablement

Founder & Creative Lead | Hot Sauce Studio | Remote

Jan 2018 - Jan 2022

Hot Sauce was a motion design and creative studio on the internet

- Responsible for marketing, selling, hiring, and executing on design projects
- Educated 500+ clients with a series of 40 product-driven help center videos at Addepar
- Crafted visuals that helped define carbon-neutral initiatives within the Shopify Shop App
- Helped Fulfill a Kickstarter with over 200% funding with gaming company Polycade

Clients - Addepar - Ashley Home Stores - Bloomin Brands - Brave People - Digital Neighbor - Eden Dental - Feeding Tampa Bay - Living HR - Mark Lauren Training - Polycade - Royal Caribbean - Shopify - Upside

Art Director | Sparxoo | Tampa FL

Dec 2016 - Dec 2017

Sparxoo was a full-service digital marketing agency

- Led the creative team in defining innovative treatments that aligned with business goals
- Created and developed an innovative employee video game for Tech Data
- Revamped the online presence of Florida Polytechnic University

Multimedia Designer | Sparxoo | Tampa, FL

Jun 2015 - Dec 2016

- Worked with Fortune 500 companies in tech, education, sports, and more
- Implemented scalable best practices for user-centered web design
- Successfully led the rebranding of Downtown Clearwater in Florida

Graphic Designer | The Women's Tennis Association | St Petersburg FL

Mar 2014 - Jun 2015

The WTA is the principal organizing body of women's professional tennis.

- Created video and motion content for the WTA's digital platforms
- Serviced 52 international tennis tournaments with marketing materials and sponsor promotions
- Partnered with digital marketing teams to produce video content for social channels

Education

Bachelor of Science Digital Art & Design | Full Sail University

Aug 2013

- Graduated Salutatorian
- Digital Art Course Director Award
- Work featured in public showcases

Skills and Competencies

Adobe Creative Suite - After Effects - Premiere Pro - Illustrator - Photoshop - Lightroom - Indesign - Figma - Lottie - Cinema 4D - Element 3D - Google Suite - Sheets - Docs - Slides - Drive

Awards and Recognition

Award Polycade - [Silver Telly Award](#) - 2021

Interview - [Undivided Interview](#) - 2018

Interview - [Margins Interview](#) - 2017