JON W. EWELL

Multimedia Producer/Designer, Video Editor, Motion Design, Social Media, Illustration, Ai Production

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PROFESSIONAL SUMMARY

Multimedia Designer and Producer, Senior Video Editor focused on brand, video, and content strategy for genomics, healthcare, biotech, SAAS, experiential (music), retail, food, beverage, event companies, publishing and advertising. Built the creative vision, brand system, and marketing content that helped one client's leadership secure over $30M in growth funding and scale a subscription product from launch to 30,000+ members in three years. Skilled at leading and mentoring creative teams while staying hands-on with production—from brand strategy and design systems to video, motion design, and campaign execution. Three years of experience with ai platforms like: Runway.ml, EB Synth, Midjourney, Chat GPT, Gemini, Claude, Higgsfield, Kling, Leonardo, Eleven Labs and others.

CORE COMPETENCIES

Leadership & Strategy: Creative and Brand Direction, Team Hiring/Mentoring, Marketing and Campaign Strategy, Stakeholder and Client Management, Budget Optimization, Investor and Sales Enablement

Brand & Design: Brand Systems and Style Guides, Identity and Rebranding, UX/UI (Figma, XD), Data Visualization and Infographics, Print and Publication Design

Content & Production: Video Production and Editing, Motion Design and Animation, Podcast/Audio Production, Copywriting and Editorial, Photography, Email and Social Campaigns, Ai Video, Motion, Sfx and Image Production

Technical: Adobe Creative Cloud, Premiere Pro, After Effects, Figma, RIVE, HTML/CSS/JavaScript/PHP, Git, SEO/SEM, Analytics and Reporting

PROFESSIONAL EXPERIENCE

Multimedia Producer — Creative & Video Lead | Ambry Genetics *May 2022 – April 2026*

Built and managed the company's in-house video and motion design capability for a science and healthcare audience, working directly with executives, scientists, and marketing leadership.

- Scaled internal video production from 5–6 projects a year to 180 in 2025, cutting reliance on outside agencies and reducing production costs and turnaround time.
- Own creative direction and production for CEO, scientist, and C-suite thought-leadership video, social media posts and web content, from concept through final edit.
- Developed a remote production workflow that enabled consistent, high-quality video with subjects across the U.S. without on-site crews.
- Lead motion graphics and brand-consistent visual identity across three related companies (Ambry Genetics, REALM IDx, Invicro).
- Created static and motion graphic designs for social media for all three companies.

Creative Director | Genomic Life *Sept 2018 – Jan 2022*

Promoted from Marketing Director to Creative Director within one year; built and led the creative function through a full company rebrand and three years of rapid growth.

- Built creative and marketing materials that supported leadership's efforts to secure over $30M in growth funding across three years.
- Grew the company's subscription membership from 0 to 30,000+ members in three years through integrated brand, content, and campaign work.
- Led the creative side of a full company rebrand (WGA/Cancer Guardian → Genomic Life), including a new brand guide, visual identity, and design system.
- Hired and managed a team of designers, copywriters, and social media managers; set creative direction and quality standards across the group.
- Partnered with sales leadership to develop creative that helped close major brokerage and enterprise accounts, including Amazon.
- Produced and hosted the Decoding Health podcast, and led A/B-tested social campaigns, executive video, and website content.

Creative Director / Designer / Editor | Local Umbrella Media *July 2016 – July 2018*

- Led creative and editorial direction for a publishing company producing 25+ hyper-local newspapers and specialty magazines monthly.
- Managed writers, designers, and printers; concepted new publications and set publishing layouts and production standards.
- Built digital tools for event listings, ad sales, and marketing automation to support the publishing business.

Freelance Creative Direction, Art Direction/ Design and Web Development | JWE Creative Services *Nov 2015 – Nov 2016*

- Led Creative Direction, strategy, design, and Web Development for small business clients in San Diego, California
- Creative Direction, Art Direction, illustrations, web comics and social media content for Live Nation/Insomniac EDC 25th Anniversary
- Art Directed and illustrated web comics and social media content for Live Nation/Insomniac event brand, Nocturnal Wonderland
- Creative Direction, Art Direction, Illustration of web comics and social media content for Live Nation/Insomniac event brand, Escape Halloween

Art Director / Web Developer | Affinity Development Group *July 2014 – Nov 2015*

- Led strategy, design, and web development for the Costco Auto Program and AAA Auto Program.
- Directed print and digital campaigns for national automotive brands including GM, Volvo, and Audi.
- Designed and deployed monthly email campaigns reaching millions of customers nationwide.

Art Director / Concept & Storyboard Artist | The AIM Agency *Aug 2004 – July 2014*

- Developed creative campaigns for national brands including Sony, Nestlé, and PepsiCo, partnering with BBDO New York on Sony strategy.
- Created localized retail creative — displays, coupon campaigns, and more — for Fortune 500 retailers.
- Developed early viral video and email campaigns for media partners including AMC and Telemundo.

EARLY CAREER & FREELANCE

- Music Director, KNSJ Radio (2015–2017) — Managed eight shows and hosts; wrote/edited programming and ensured FCC compliance for royalties and rights.
- Design Director, Pierce Products (2007–2008) — Developed marketing systems and business-development presentations.
- Graphic Designer / Illustrator, Pacific Sons (2002–2006) — Designed print, web, and apparel graphics; managed art production for screen printing and embroidery.
- Music Editor, BPM Culture Magazine (1999–2001) — Managed a staff of 20 freelance writers; art directed editorial photoshoots.

EDUCATION

MBHS/KHS R.O.P. Commercial Art Program, San Diego, CA | Palomar College Commercial Art Program, San Marcos, CA | Salt Lake Community College, Commercial Art Program, Computer Science

REFERENCES

Available upon request.