



PORTFOLIO

Jay Roser

HI! I'M JAY.

I'm a designer specializing in motion graphics, branding, and social media. I studied Creative Media with a concentration in Animation and Special Effects at New Mexico State University. Additionally, I minored in marketing, advertising, and film.

My portfolio represents a mix of client work, internal branding, and personal projects. Thank you for viewing!

EDUCATION

*Bachelors of Creative Media
Animation and Visual Effects
New Mexico State University | August 2018 - May 2022*



EXPERIENCE

Social Designer and Editor
Envida Social | September 2022 - Present

3D Animator
Aether Soup | July 2022 - August 2024

Character Design and Animation Intern
Roebuck Entertainment | May 2021 - July 2021

CERTIFICATIONS

Hubspot Social Media Marketing Certification
Dec 2021

Business Writing Professional Certificate by Grammarly
Feb 2026

01

ENVIDA SOCIAL

Social Designer and Editor

InDesign

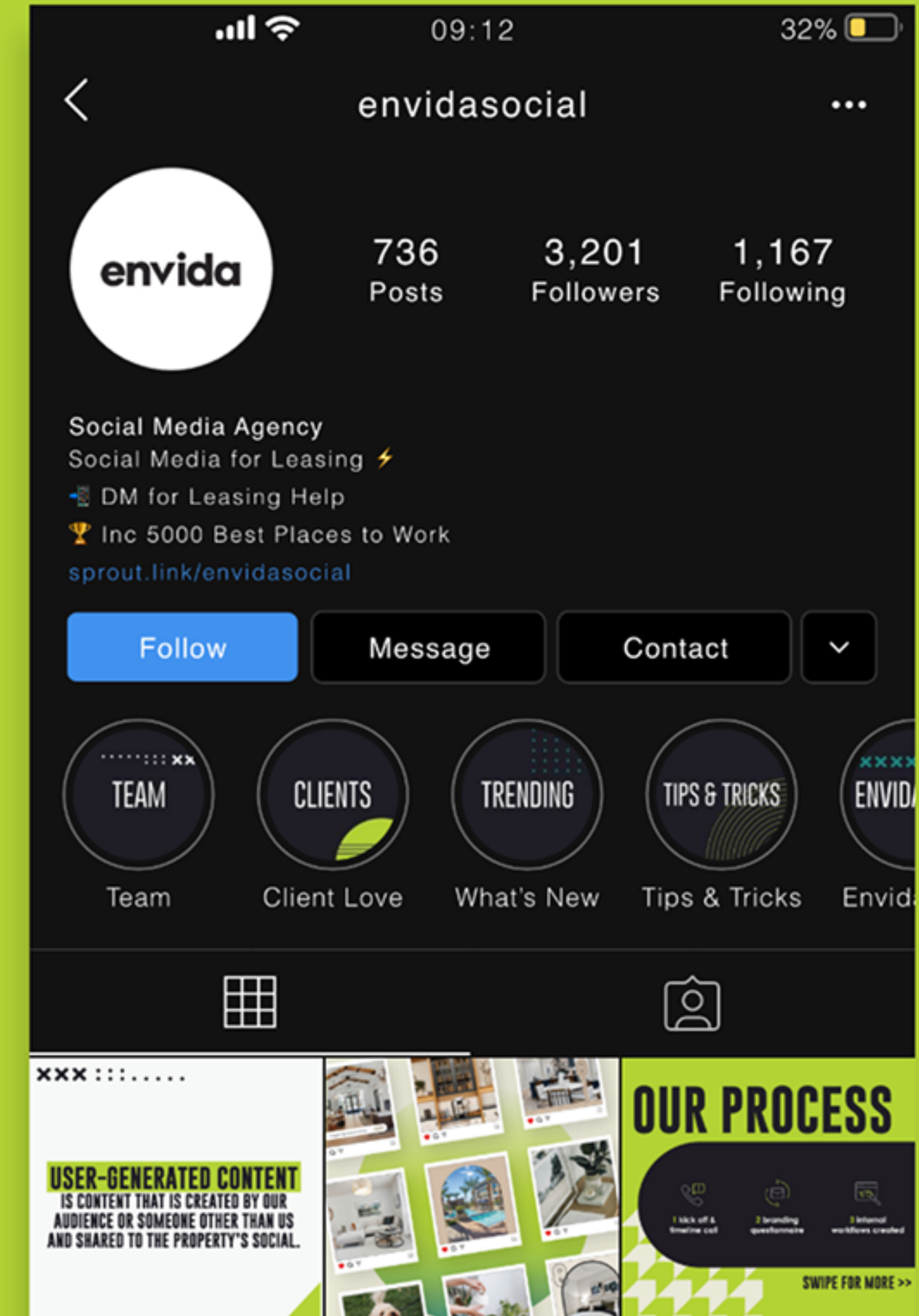
After Effects

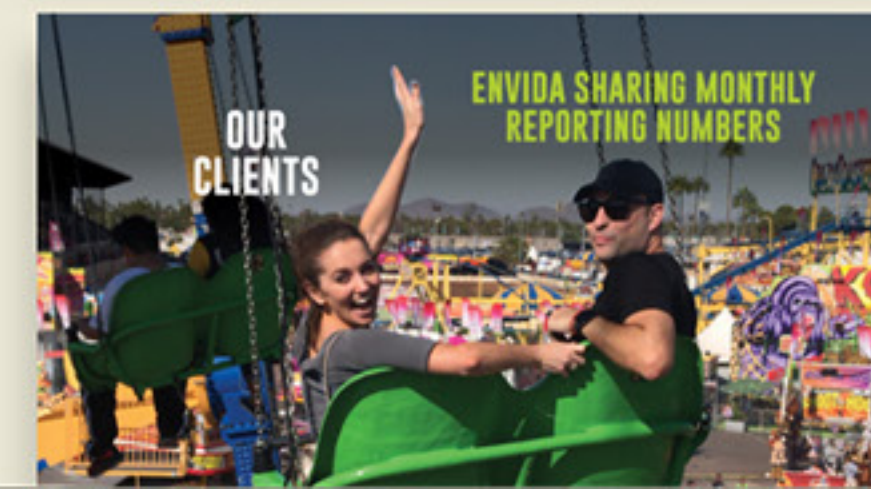
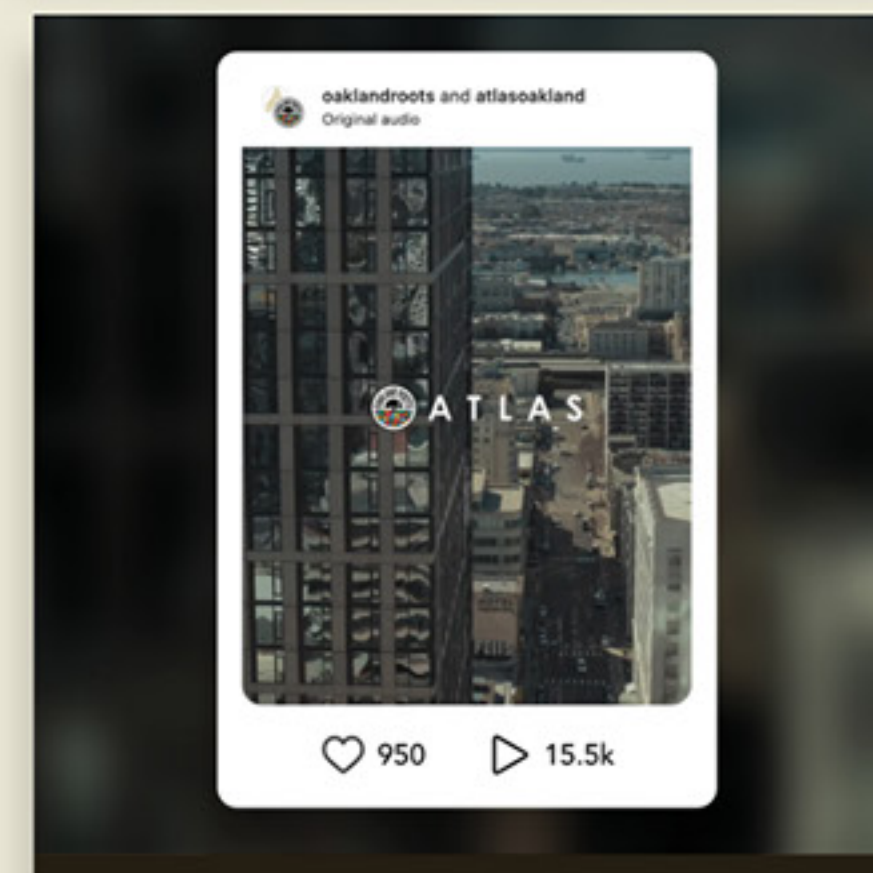
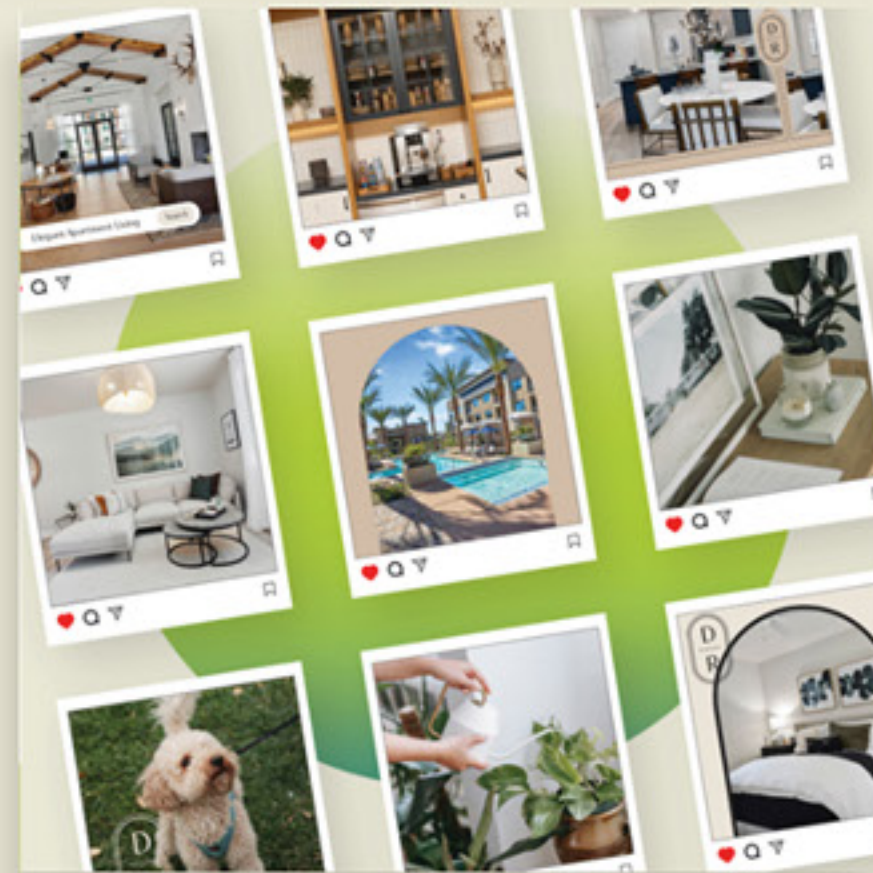
Premiere Pro

Envida Social is the nation's leading creative agency for leasing. As a Social Designer and Editor at Envida, I create social media content in a fast-paced environment for real estate, technology, food/beverage, and finance industry clients.

In addition to work for various clients across North America, I also worked on Envida Social's social media content.

My responsibilities at Envida include designing Instagram posts, reels, and stories, Facebook cover photos, and branding for new clients. As a designer and editor at Envida Social, I focus heavily on motion-based content for clients across North America.





02

ELAN RESEARCH PARK

Envira Social

Social Designer and Editor

InDesign

After Effects

These Charlotte, North Carolina apartments and townhouses provide the perfect escape from the hustle and bustle of University City. Settle in or go out on an adventure. Enjoy nature or visit the city. Elan Research Park is the place for the perfect, balanced lifestyle.

Communicating the combination of a restful home with adventure right around the corner was essential for Elan Research Park, which acts as a tranquil sanctuary located minutes from Charlotte's Research Park.

Natural elements and an earthy, neutral color palette is incorporated into Elan Research Park's social media. Relaxing spaces paired with nearby neighborhood photography demonstrate the perfect lifestyle blend for those living in a space designed to inspire.



ELAN
RESEARCH
PARK



elanresearchpark



elanresearchpark

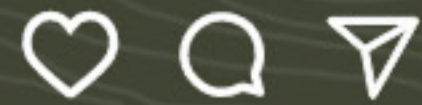


C1

3 BED
2.5 BATH
1468 SQ. FT.

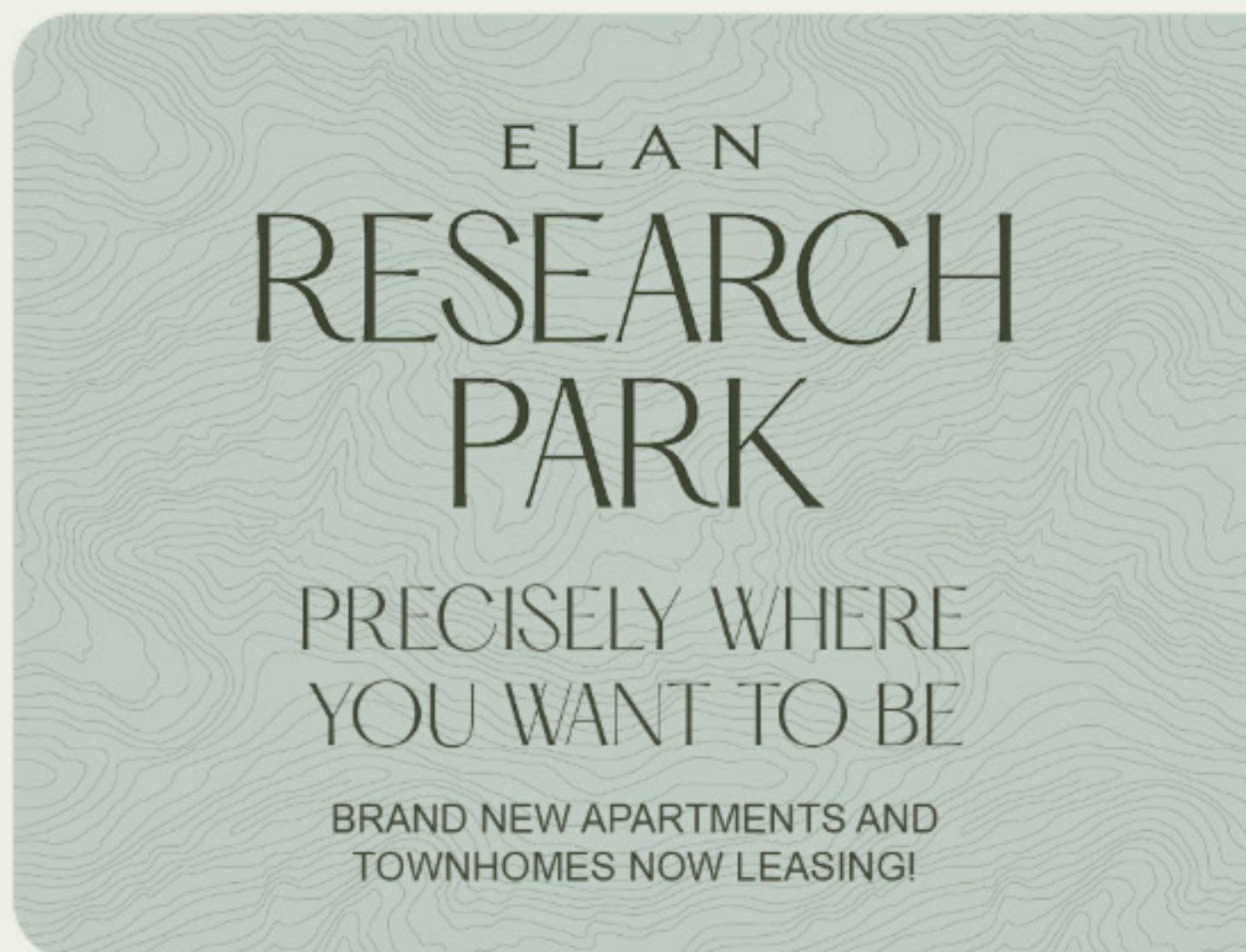


ELAN
RESEARCH PARK



elanresearchpark





03

BROAD & WASHINGTON

Envida Social

Social Designer and Editor

InDesign

After Effects

Broad and Washington's cozy Falls Church apartments required special care to convey the modern interiors, eclectic vibe, and vibrant neighborhood. Located downtown, Broad and Washington provides easy access to local art, culture, and dining.

For the social media campaign, I utilized the warm textures and organic design elements to highlight the cozy atmosphere and high-end finishes of the interiors. Each asset was designed to capture the "homey" feel of the space while maintaining a clean, modern layout that appeals to the urban lifestyle of the Falls Church community.



BROAD &
WASHINGTON



broadandwashington



broadandwashington



broadandwashington



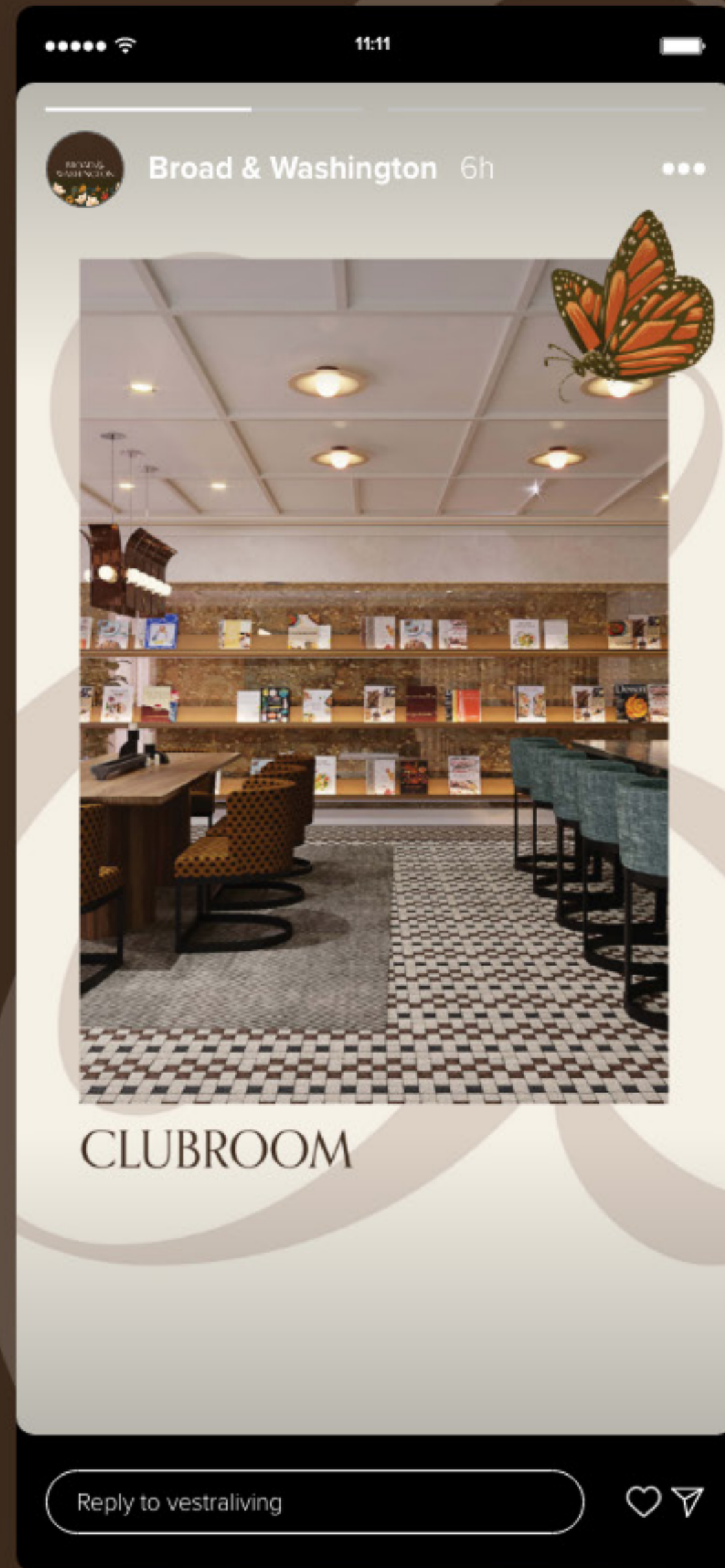
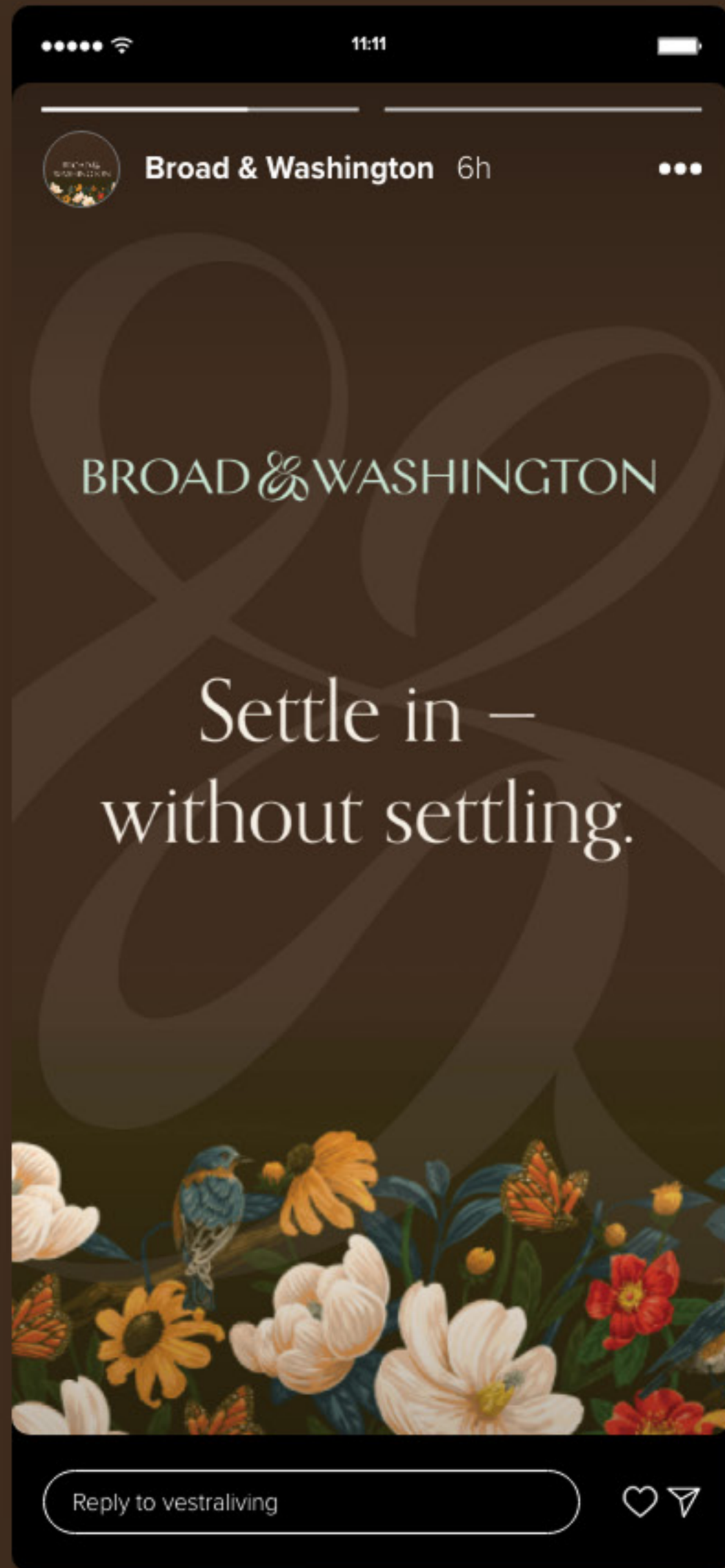
INTRODUCING

BROAD &
WASHINGTON



Apt. No. 582
1 BED | 1 BATH | 558 SQ.FT





04

VESTRA AT UNCOMMONS

Envida Social

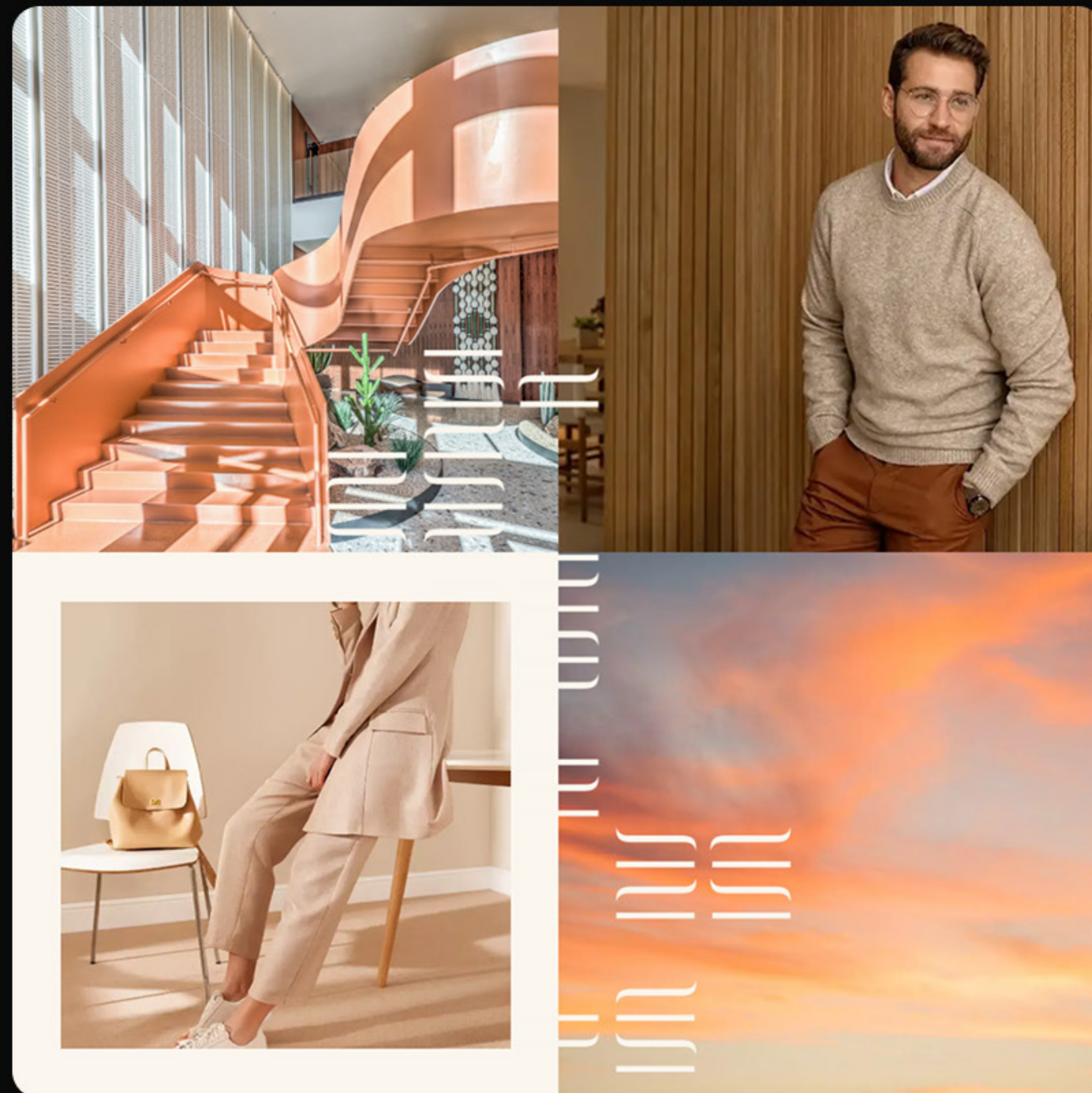
Social Designer and Editor

InDesign

After Effects

Communicating elevated living that seamlessly blends with Las Vegas's culture, Vestra at UnCommons relies on a mix of elegant textures and sophisticated branding during a time when social media attention was shifting towards more organic, user generated-style content.

To balance the Vestra at UnCommons experience with the shifting social media landscape, lifestyle photography was heavily employed to convey refined Las Vegas living.





vestraliving



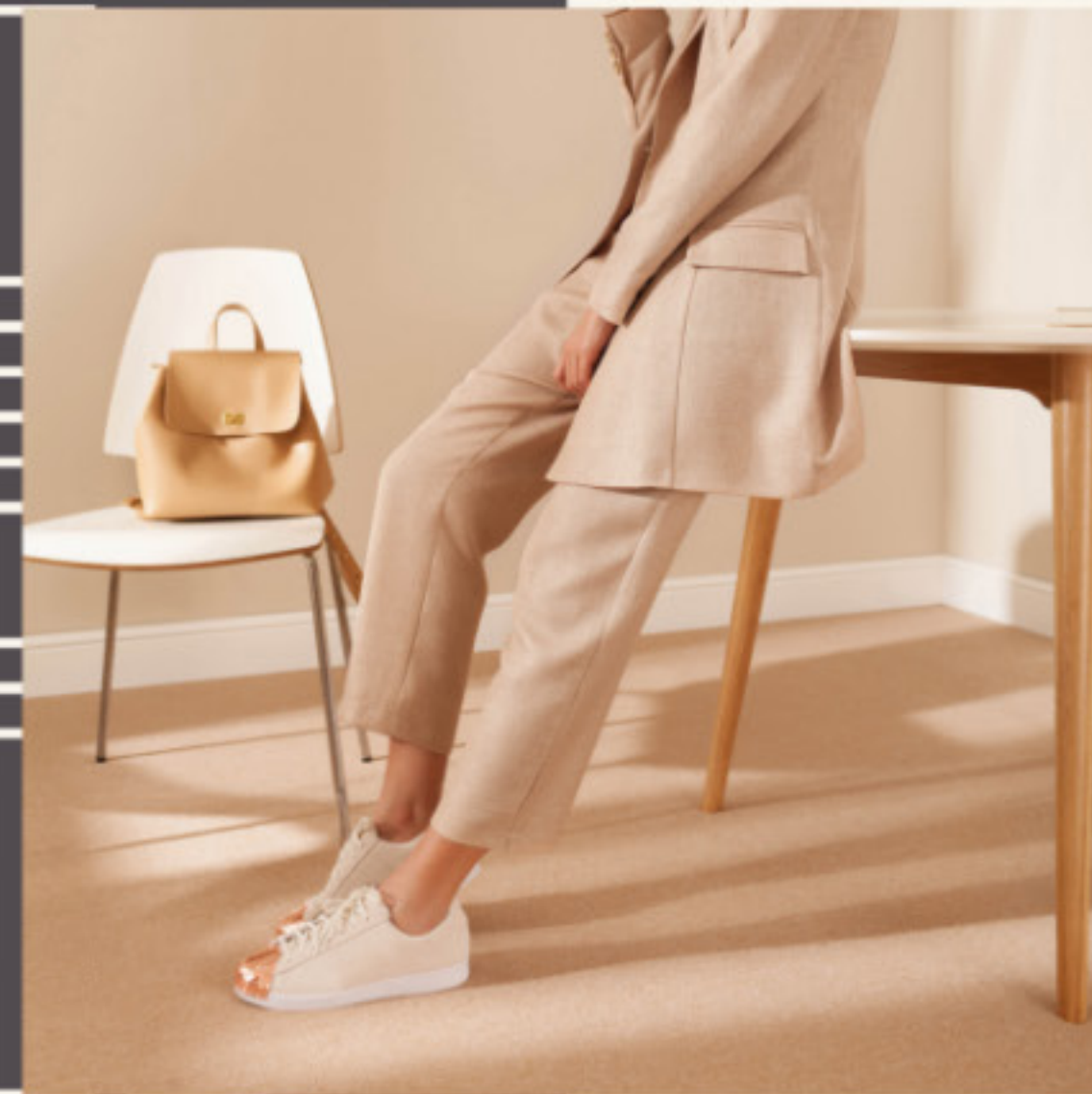
REPLACE BACK
AND FORTH
WITH HERE
AND NOW.
DISCOVER THE
INVALUABLE
GIFT OF EXTRA
TIME, WHERE
ALL ASPECTS
OF YOUR LIFE
ARE JUST
MINUTES FROM
ONE ANOTHER.



vestraliving



vestraliving



Vestra at UnCommons

6h



URTH

Reply to vestraliving



Vestra at UnCommons

6h

ARENA



STUDIO | 1 BATH | 523 SQ. FT.

Reply to vestraliving



Vestra at UnCommons

6h



STYLISH BRONZE FIXTURES
AND ACCESSORIES

Reply to vestraliving



Vestra at UnCommons

6h

"JASMINE AND GABBY WERE AMAZING! THEY MADE MY MOVE-
IN A BREEZE, ANSWERING ALL
MY QUESTIONS AND ENSURING
A SMOOTH TRANSITION. THEIR
FRIENDLY AND PROFESSIONAL
SERVICE IS TOP-NOTCH. HIGHLY
RECOMMEND!"

- **NICHOLAS TISDALE**
VIA GOOGLE

Reply to vestraliving



05

ENCIRCLE

Branding

Motion Design

Figma

Illustrator

After Effects

From a song to a perfume to a brand – translating an ambitious scent across mediums requires drawing careful comparisons. Following extensive research, a visual library was created to accompany encircle's vibrant fragrance.

Dark botanicals and striking compositions were chosen to embrace the bold nature of encircle. Like a late-night walk through a secret garden, encircle's branding is glamorous and refreshing.





encircle

E A U D E P A R F U M

a vibrant aroma



wild berries

IRIDISCENT AND
BOLD



orchid

BRIGHT AND
FLORAL



vanilla

SUBTLE AND
GOURMAND



amber

WARM AND
CREAMY

06

MOVANO RING

Branding

Motion Design

Figma

After Effects

Blender

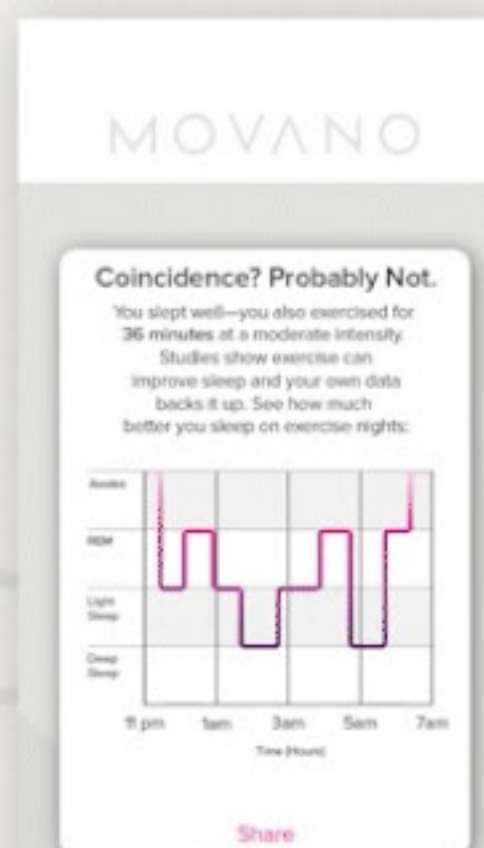
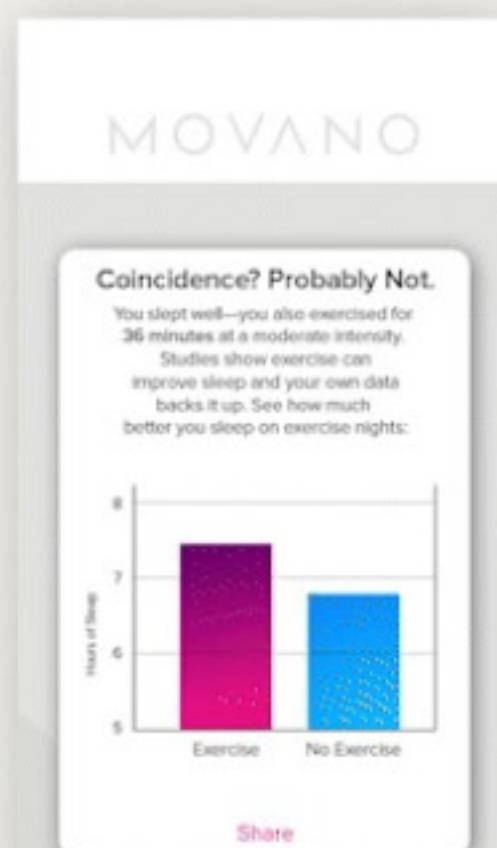
Tasked with making sales materials for the yet-unreleased Movano Ring, a CGI advertisement was created in accordance with Movano's then-current branding and prototype ring renderings.

The Movano Ring, a revolutionary new health tracker, was set to release in late 2022 upon approval from the FDA. In addition to advertising materials, a sales presentation was prepared for the Movano Ring.



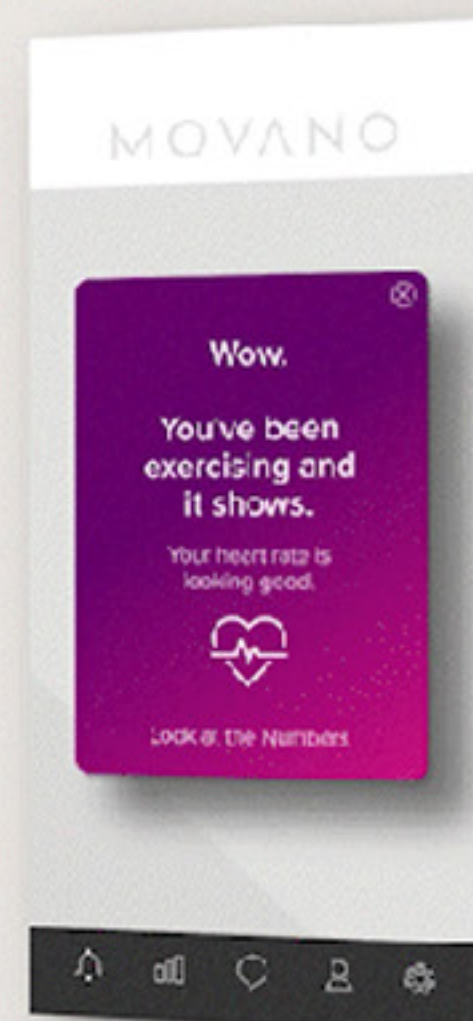


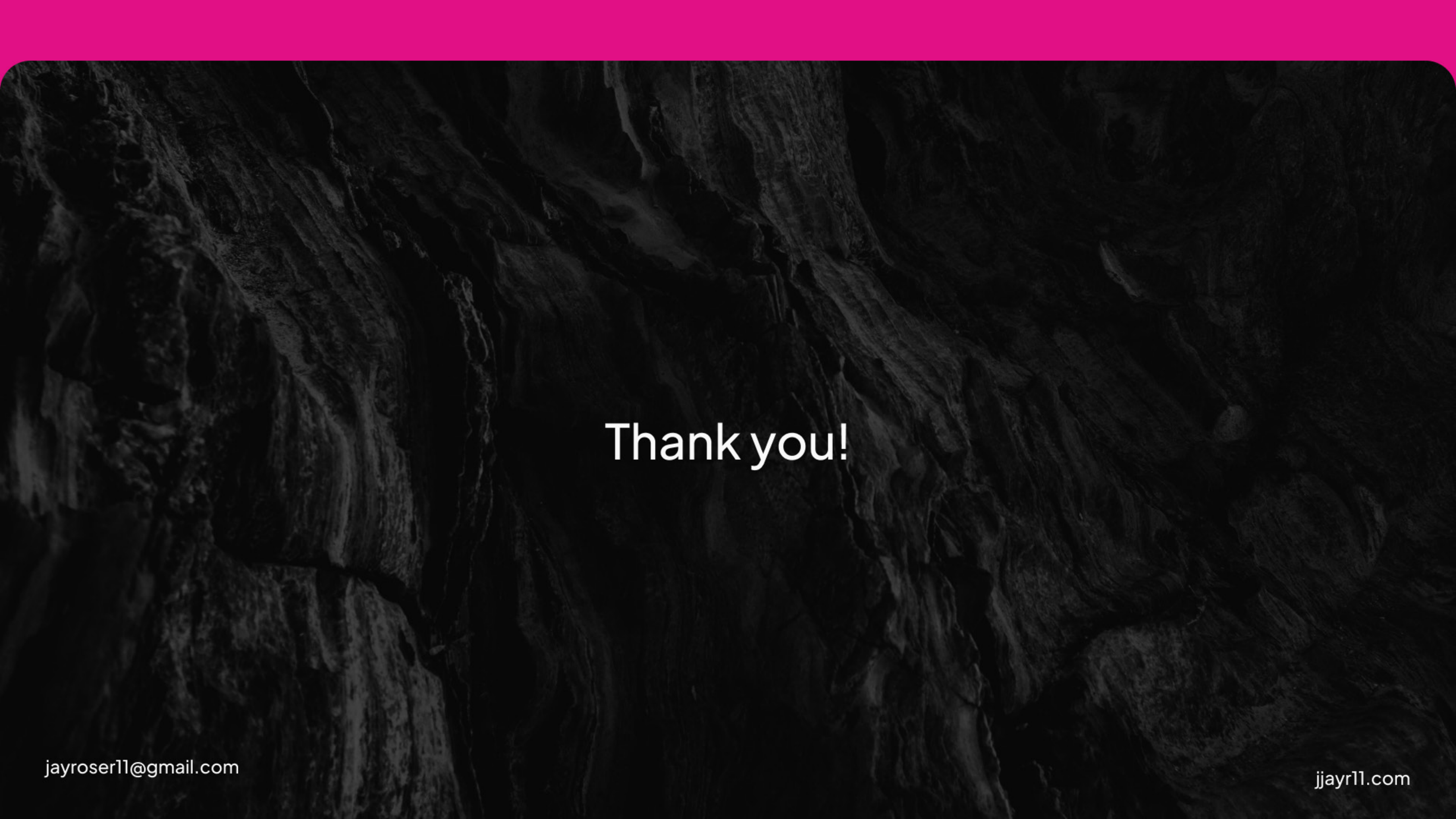
MOVANO



Track your
sleep

Track your
heart





Thank you!