

Jonathan Blanton

Video Editor • VFX Artist

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Professional Summary

Video editor and visual effects artist with experience spanning national advertising campaigns, branded content and streaming series. My work has helped bring ideas to life for brands including Energizer, Motorola Solutions, Rayovac and Pelco, and for award-winning series including *Worth It*, *Tasty* and *Dimension 20*, with distribution on Hulu, Dropout, Tennis TV and RACER+.

Work History

Lure Digital

Video Editor, VFX Artist • October 2020 - Present

Lead editor for commercial, documentary and branded content, working with national clients including Energizer, Motorola, Rayovac, Hoosier, Pelco and Cinépolis. Combines narrative pacing and sound design with motion graphics, compositing and 3D animation, frequently taking projects from storyboarding through final finishing.

- **Energizer – "Has It All" Campaign:** Editor; created full CG battery animations and composited/shaded a pre-rendered character asset into custom-built environments, matching lighting and color for seamless integration into the finished spot
- **Rayovac – "Imagine Your Life":** Editor; rotoscoping, stabilization and motion-arc correction, color spill and reflection removal, and hand-painted contact shadows for seamless product integration across multiple shots
- **Motorola/Avigilon – Product Launch:** Editor; produced full CG product renderings and compositing, including surface reflections, shadows and lighting integration, for product placements indistinguishable from live-action plate footage
- **Hoosier – "Conquer" TV Commercial Campaign:** Editor; match-moved and composited product into live-action scenes across a multi-spot series, matching camera movement, lighting and color for undetectable integration
- **Pseudolithic – Brand Film:** Editor; created full custom CG animation visualizing microchip design and manufacturing

BuzzFeed

Video Editor • April 2019 – June 2020

Editor on Season 8 of BuzzFeed's Streamy Award-winning series *Worth It* (Hulu, YouTube). Also edited *Tasty* and *BuzzFeed Unsolved*, plus branded campaigns for Toyota, Amazon, Smirnoff, GEICO and other national brands.

Dropout TV

Video Editor • February 2019 – April 2019

Lead editor for Episodes 1, 4 and 5 of *Dimension 20: Escape from the Bloodkeep*. Worked with producers on the season's editorial style, graphics, music and sound design, and edited trailers and promotional content.

Without Limits

Video Editor, VFX Artist • December 2018 – February 2019

Editing, compositing and motion graphics for ATP Tour segments aired on Tennis TV, including *Masterclass* series.

Skills

- Editing in fast-paced professional environments with Premiere Pro, Avid Media Composer and Pro Tools; applying narrative pacing and sound design to unscripted series, TV commercials and brand films.
- Photoreal compositing, CG rendering and motion graphics using Nuke, After Effects, Blender and Photoshop, specializing in seamless integration for branded and technically complex subject content.

Education

DePaul University – Chicago, IL

Bachelor of Fine Arts, Film/Cinema/Video Studies
2018, Summa Cum Laude

Moviola Digital Arts Institute

Avid Certified User: Media Composer