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Professional Experience

Comcast — Senior Motion Graphics Designer – *Nov 2022 – Present • Remote*

- Designed and animated visually engaging motion graphics for explainer videos, product tutorials, and commercials for Comcast advertising platforms
- Collaborated with cross-functional teams including product, marketing, and engineering to translate complex features into compelling visual narratives
- Developed branded motion systems aligned with Comcast's identity and ad-tech solutions
Integrated AI tools and modern workflows (e.g. Adobe After Effects, VEO, Copilot) to enhance speed, storytelling, and production value

Freelance — Animator / Motion Designer – *Aug 2016 – Present • Global*

- Partnered with Wacom, Eagle, XP-Pen, and Tokyo Treat to deliver custom illustration + motion campaigns across social media.
- Created branded explainer videos that increased campaign click-through by 40 % on average.
- Consulted on best practices for KPI-driven creative; delivered end-to-end production under tight remote deadlines.

Lunar Solar Group — Motion Graphic Designer – *Mar 2022 – Nov 2022 • New York, NY*

- Produced high-impact short-form ads for Vita Coco, Momofuku, Harmless Harvest, Hu Kitchen, and Zbiotics.
- Collaborated with strategists to A/B test motion variants, optimizing ROAS by 22 %.

Inside Ideas Group — Motion Graphic Designer – *Jul 2021 – Apr 2022 • Remote*

- Delivered platform-specific video suites for beer brands (Miller Lite, Coors Light, Topo Chico Hard Seltzer), maintaining brand voice across 20+ assets per campaign.

Hedgeye Risk Management — Junior Motion Graphics Designer – *Jul 2021 – Apr 2022 • Remote*

- Tasked with generating and executing on-air graphics, including typography, character animation, and motion design, in live control room

Education:

- **University of Southern California**
Bachelor of Arts in Animation and Digital Arts | *GPA: 3.9* | August 2016 – May 2020

Tools & Skills:

- **Motion Tools:** After Effects, Premiere Pro, Blender, Cinema4D
- **Design:** Illustrator, Photoshop, InDesign, Figma, XD, Generative AI, ChatGPT, Copilot
- **Other:** Scriptwriting, Storyboarding, Campaign Strategy, UX Writing, Content Strategy, Voice and Tone Guidelines
- **Soft Skills:** Adaptability, Creative Problem Solving, Mentorship, Collaboration

Certifications:

- Digital Marketing – Content Marketing Institute (2025)
- Essential Skills in Generative AI for Creatives — Adobe (2025)
- Human Skills in the Age of AI — Microsoft & LinkedIn (2025)
- Career Essentials in Generative AI — Microsoft & LinkedIn (2025)