



Rodrigo Serna

Role | Motion, Graphic & Product Designer | eLearning Specialist | AI-Assisted Workflows

Spanish

Native

English

Advanced

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Professional Summary

I'm a **Motion, Graphic & Product Designer** with 15+ years in branding, UI/UX, motion graphics, digital storytelling, and e-learning. I've worked across mobile, web, video, and interactive platforms, and my main strength is **making complex ideas feel clear and intuitive** without losing what makes them compelling.

I care about understanding what a project actually needs before jumping into solutions. That means listening to the brief, knowing the audience, and finding the visual approach that serves both. I've learned to **incorporate AI tools to streamline repetitive tasks and build custom scripts that keep production moving**, driven by strategic thinking, team collaboration, mentorship, and a user-first approach that pushes digital boundaries.

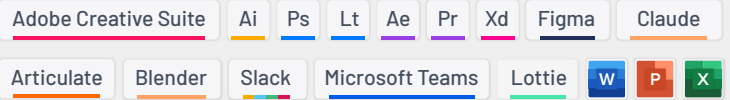
Skills & Tools

Design & Creative Skills:

Creative Direction | UI & UX Design | Motion Graphics & Animation | Branding & Visual Identity | E-Learning & Digital Media Production

Leadership & Project Management:

Agile & Lean Design Processes | Multi-Disciplinary Team Leadership | Remote Collaboration & Oversight | Client & Stakeholder Communication



Head of Design | Makers of Media | United Kingdom

www.makersofmedia.com | 2021 - Present

Key Achievements:

- Led and managed a remote design team across multiple time zones, ensuring seamless collaboration and maintaining a 100% project completion rate over five years.
- Directed the creation of motion graphics, branding assets, and digital content for major clients in e-learning, aviation, finance, and healthcare.
- Developed and integrated AI tools and automation into design workflows, boosting efficiency and cutting production time considerably.
- Spearheaded branding and multimedia content for clients including NATS, NHS, HSBC, and the RAF, enhancing client satisfaction and engagement.
- Collaborated with producers, directors, and stakeholders to align creative direction with business objectives.

Lead Designer | ION Marketing | United Kingdom

www.ionmarketing.co.uk | 2020 - 2021

Key Achievements:

- Designed branding, digital marketing assets, and motion graphics for a diverse range of clients, including NGOs, healthcare, tech, government organizations, and e-learning industries.
- Created engaging visual content and promotional materials, improving brand visibility and increasing audience engagement for multiple clients.
- Managed end-to-end design processes, from conceptualization to final production, ensuring brand consistency across all platforms.
- Created visual assets and early-stage product prototypes using Figma and Adobe XD, supporting marketing and user experience goals.
- Collaborated with cross-functional teams and external stakeholders to develop creative solutions tailored to client needs.

Design Manager | Jaxon Media Group | Mexico

www.jaxonmediagroup.com | 2010 - 2020

Key Achievements:

- Oversaw branding, web design, and motion graphics projects for international clients, ensuring brand consistency across digital and print platforms.
- Led creative development for marketing campaigns, with a strong focus on video production, from pre-production planning to post-production editing and delivery.
- Collaborated with directors, producers, and editors to shape cohesive visual narratives aligned with client goals.
- Mentored junior designers and managed a cross-functional team, promoting industry best practices and upskilling in design tools.
- Handled multiple creative projects concurrently, consistently meeting quality standards and tight deadlines.

Freelance Motion & Graphic Designer

www.rodrigoserna.com | 2004 - Present

Key Achievements:

- Delivered motion graphics, branding, digital content, and product design solutions for multinational corporations and agencies.
- Designed promotional materials, multimedia assets, and user-centered product interfaces contributing to high-profile marketing and product development campaigns.
- Worked closely with clients and marketing/product teams to create visually compelling assets that aligned with brand and UX strategies.
- Applied user-centered design principles to craft intuitive product experiences, collaborating on UX research, wireframing, prototyping, and visual design.



Professional Experience at Makers of Media | Expanded Overview

Approximately **85-90%** of our design output at Makers of Media focuses on creating engaging and effective content for **Learning Management Systems (LMS)**, including **animations, graphic designs, illustrations, infographics, and multimedia materials** tailored specifically for e-learning platforms. Throughout the content development process, I collaborate closely with **Subject Matter Experts (SMEs)** and **Instructional Designers** to enhance visual storytelling, optimize content effectiveness, and leverage our design expertise to elevate the overall learning experience.

Leadership Philosophy

My leadership at Makers of Media prioritizes **clear communication, strategic insight, creative excellence, and deep collaboration**, consistently positioning the team to achieve exceptional outcomes.

Key Strategic Client Projects

NATS (National Air Traffic Services)

- Led the development of sophisticated e-learning courses designed to teach complex technical concepts, such as electromagnetic pulse transmissions between aircraft and airports.
- Our approach involves deep comprehension of intricate subject matter, translating it into clear, visually compelling instructional materials.

RAF (Royal Airforce)

- Directed the creation of comprehensive visual communications aimed at clearly conveying remote working procedures and available resources to RAF employees.
- These materials significantly improved understanding, ensuring smooth organizational operations during critical stages of the COVID-19 pandemic.

HSBC

- Managed the extensive redesign of thousands of hours of recorded webinar content into concise, visually engaging, learner-centric e-learning modules.
- This transformation dramatically enhanced participant engagement, comprehension, and retention, making intricate financial and operational concepts accessible to diverse global audiences.

Day-to-Day Responsibilities & Strategic Leadership

Client Communication & Creative Strategy

- Serve as the primary liaison between clients and the creative team, translating complex briefs and client guidelines into clear, actionable, designer-friendly directions.
- Ensure creative deliverables consistently align with strategic business objectives.

Team Leadership & Mentorship

- Manage and mentor a diverse remote team of designers, animators, and developers.
- Emphasize collaborative growth, professional development, and a supportive environment to maintain high morale and prevent burnout.

Collaboration with SMEs and Instructional Designers

- Actively participate in the content development process, working closely with Subject Matter Experts (SMEs) and Instructional Designers.
- Identify opportunities to enhance content effectiveness, visual storytelling, and apply the team's creative strengths to elevate the learning experience.

Process Innovation & Internal Development

AI & Workflow Optimization

- Implemented custom automation scripts for After Effects using ChatGPT to reduce repetitive tasks in the design process.
- Continuously explore and test new tools that reduce bottlenecks in production and allow the team to focus more on creative decisions. This shift increases project velocity, enhances output quality, and creates space for experimentation and innovation.

Company Branding

- Spearhead the company's comprehensive rebranding initiative, personally developing a new visual identity, logo, and responsive website.
- Personally designed the website using Webflow, managing the full product design pipeline, from initial wireframes to final launch, ensuring quality, consistency, and a seamless digital experience aligned with the company's strategic vision.

Innovation & Culture

- Promote a culture of creativity and open communication by encouraging team members to explore new tools, share ideas freely, and voice concerns early.
- Designers are empowered to raise flags when potential issues arise, whether it's a technical risk or a content concern, so we can assess it together or bring it to the client if needed.