

Tom Van Deusen

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Skills

Motion Graphics
Visual Design
Styleframes
Storyboarding
2D/2.5D Animation
Illustration

Tools

After Effects
Animate
Illustrator
InDesign
Photoshop
Premiere
Figma
Blender

Education

Seattle Central Creative Academy
Class of 2021
AAS in Graphic Design with Honors

University at Buffalo
Fall 2004 – Spring 2008
Bachelor of Fine Arts with Honors
Concentration in Printmaking
Honors: Summa Cum Laude,
University Scholar, Eugene Gaier
Award for Excellence in Drawing

Hogarth Worldwide, Inc.

Senior Motion Designer
May 2024–Present

- Worked with a team of graphic designers, video editors and copywriters to create short-form videos, large format multi-panel out-of-home animated billboards, indoor signage, animated email banners, and social media posts.
- Developed bespoke campaign animation systems with the design team to be used in pitch decks, and once a direction was chosen, worked with the Motion Design team to adopt them across multiple deliverables for each campaign.
- Created Essential Graphics templates for the wider team that automate the creation of brand motion assets to speed delivery.
- Reviewed work by the Motion Design team and trained contractors to ensure that deliverables met brand standards, and worked with leadership to establish best practices.

SiriusXM

Senior Motion Designer
September 2021–May 2024
Motion Designer
September 2021–April 2022

- Designed, storyboarded and animated promotions featured across all of SiriusXM social media platforms, YouTube and outdoor display.
- Designed and animated motion graphics for several recurring interview series that appeared on SiriusXM's YouTube and social media, working closely with producers, video editors and sound designers to define a look and feel for each deliverable.
- Created motion graphics templates (.mogrts) for video editors so they could add and edit motion graphics, which accelerated workflow and minimized the workload impact on the Video and Motion team.
- Animated large-scale, multi-panel billboards that appeared in Times Square and downtown Los Angeles, working closely with the Creative department's Art Directors, Graphic Designers and Copywriters.

Freelance Designer & Illustrator

April 2016–Present

- Developed motion graphics working within existing brand guidelines, including storyboards, styleframes, animatics and final animation.
- Created cohesive branding for small businesses, non-profits and individual clients, including logos, motion graphics, social media assets, and printed brand applications.
- Worked on cross-platform production jobs that spanned long-form print publications, online advertisements and social media.
- Created illustrations and narrative comics for print and online publications such as *Vice*, *Boing Boing* and *The Stranger*.