

Tom Van Deusen

<https://tvd.design> | tomvandeusen@gmail.com | New York City

Skills

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

Tools

After Effects
Animate
Illustrator
InDesign
Photoshop
Premiere
Figma
Cinema 4D

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

Freelance Graphic Designer & Motion Designer

April 2016–Present

- Designed, illustrated, and animated bespoke motion graphics for major media brands and documentaries.
- Created motion design templates for use by editors, including title cards, lower thirds and on-screen graphics.
- Designed and animated explainer videos for major brands, including AI voiceover and sound design.

Wip

Senior Motion Designer

November 2025–March 2026

- Created the motion systems for the company's brand guidelines.
- Built reusable templates for social media, outdoor display, and paid advertisements to be utilized by contractors.
- 3D modeled the company's products for use in animated advertisements, videos, and static images.
- Worked with the design team to create static storyboards built for effective motion.

Hogarth Worldwide, Inc.

Senior Motion Designer

April 2024–October 2025

- Worked with a team of graphic designers, video editors and copywriters to create short-form videos, large format multi-panel OOH Times Square 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.
- Onboarded, guided, and reviewed work by remote contractors, ensuring fluid effective motion and storytelling while adhering to brand guidelines.

SiriusXM

Senior Motion Designer

April 2022–May 2024

Motion Designer

September 2021–April 2022

- Designed, illustrated, 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 one.