

# Caren Zucchi

Motion Designer | Brand, Marketing & Multimedia

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## SUMMARY

Senior motion designer with 10+ years of experience creating story-driven animation across brand, marketing, and product. Known for building scalable motion systems and defining visual languages that stick, from establishing Aceable's mixed-media brand identity to designing high-converting campaign assets and landing pages. Expanded into multimedia and web design over the last three years, now contributing across the full creative stack: motion, UI/UX, illustration, and automation. Comfortable using AI as a creative accelerator while keeping human sensibility and judgment at the center of the work.

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## SKILLS

**Motion & Animation** After Effects, Lottie, 2D Animation, Mixed Media, Storyboarding, Video Editing, Sound Design  
**Design & Web** Figma, Illustrator, Photoshop, Premiere Pro, Cinema 4D, UI/UX Design, Interaction Design, Prototyping  
**AI Tools** Claude Code, Generative image/video/audio — integrated into ideation, production, and tooling workflows  
**Marketing** Paid Media (static, video, GIF, CTV), Email Design, Landing Pages, CRO, A/B Testing

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## EXPERIENCE

### Multimedia Designer

Aceable • Austin, TX • 2021 – Present

Joined as a motion designer and grew into a multimedia role spanning motion, web, and product design. Work closely with marketing, product, and CRO teams to produce assets that improve performance and UX from brand campaigns to landing pages to in-app components.

- **Defined Aceable's brand visual identity** — partnered with another designer to develop a mixed-media style from scratch: lively, replicable, and built for a small team moving fast. The system has anchored the brand's look across all channels since.
- **Leads end-to-end creative production** for national sitewide campaigns and multi-state course launches — emails, landing pages, paid media (static, GIF, video), and CTV spots across multiple formats and audience segments.
- **Expanded into UI/UX and product design** — designs high-traffic landing pages, shapes A/B test directions in partnership with CRO team, and has contributed to in-app features including early work on AI virtual instructor.
- **Developed Campaign Builder**, an internal tool built with Claude Code: marketers use the app to generate, preview, and download paid ads in multiple sizes, or assemble full emails and push them directly to Iterable campaigns, drawing images from a curated graphics library built over tenure years. Designed with an extensible template architecture for future growth.
- **Produced an AI-assisted music video ad** — used generative tools for lyrics, music composition, and footage, then directed and assembled the final piece.

### Motion Designer

Freelance • 2018 – 2019

Delivered end-to-end motion projects for entertainment and tech clients — explainers, promotional videos, logo animations, and social campaigns — from concept through final delivery.

### Motion Designer

Conteúdo Filmes • Brazil • 2015 – 2018

Produced 2D/3D animations for major cable TV networks including Warner, Universal, Telecine, and Globoplay — broadcast-ready promos, show packages, and branded content reaching large national audiences.

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## EDUCATION & TRAINING

**B.A. Cinema & Audiovisual** Universidade Federal Fluminense • 2013–2018

**Animation Bootcamp** School of Motion (2025)

**Intro to UI Design** Dribbble (2023)

**Advanced Motion Methods** School of Motion (2020)