

Caren Zucchi

Motion Designer | Brand, Marketing & Multimedia

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Senior motion designer with 10+ years of experience building visual systems, brand campaigns, and animations that move brands and people. I bring a versatile creative range across motion, illustration, UI/UX, and graphics, and I'm at my best when thinking creatively to solve problems, especially in fast-moving environments, without ever losing sight of the details. I lead with creativity and back it up with a toolkit that keeps growing.

EXPERIENCE

Multimedia Designer | Aceable • Austin, TX • 2021–Present

I joined Aceable as a motion designer and grew into a multimedia role leading motion, web, and product design. I work closely with marketing, product, and CRO teams to create assets and experiences that improve performance and brand expression, from campaigns to landing pages to in-app components.

- Defined Aceable's brand visual identity, partnering 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.
- Lead end-to-end creative production for national sitewide campaigns and multi-state course launches, delivering 35+ assets per campaign including emails, landing pages, paid media (static, GIF, video), and CTV spots across multiple formats and sizes.
- UI/UX and ecommerce design lead, designing high-traffic landing pages and partnering with the CRO team on A/B testing, with winning tests consistently driving significant conversion improvements, also built and maintain the Core Image Library in Figma, enabling teams to self-serve brand-consistent visuals independently.
- Comfortable integrating AI tools where they make sense, from developing Campaign Builder with Claude Code, reducing campaign asset production from ~10 hours to minutes and enabling the content team to self-serve on-brand ads and emails directly to Iterable, to maintaining the ecommerce design system via Figma and Claude's MCP integration. Also directed a fully AI-assisted music video ad for Aceable, handling creative direction from concept through final edit.

Motion Designer | Freelance • 2019 – 2021

Delivered end-to-end motion projects for entertainment and tech clients, including 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, including broadcast-ready promos, show packages, and branded content reaching large national audiences.

SKILLS

Motion & Video

After Effects, Premiere Pro, Lottie, 2D Animation, Video Editing, Sound Design, Cinema 4D

Design & Web

Figma, Illustrator, Photoshop, UI/UX Design, Interaction Design, Illustration

Marketing

Paid Media (static, video, GIF, CTV), Email Design, Landing Pages, CRO, A/B Testing

EDUCATION & TRAINING

B.A. Cinema & Audiovisual (2013–2018)

Universidade Federal Fluminense

Advanced Motion Methods (2020)

School of Motion

Intro to UI Design (2023)

Dribbble

Animation Bootcamp (2025)

School of Motion

AWARDS

Sunhak Peace Prize (2020)

Honorable Mention

Prêmio CBTIJ (2025)

Best Scenic Projections

Prêmio CBTIJ (2025)

Nominated Best Visual Programming

LANGUAGES

English

Fluent

Portuguese

Native