

Caren Zucchi

Motion Designer | Brand, Marketing + Product

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Summary

Motion designer with 10+ years of experience creating story-driven animations across brand, marketing, and product. I specialize in campaign creative, motion systems, and in-product experiences, with a strong focus on thoughtful, detail-driven visual design. Experienced in UI/UX workflows and prototyping, I collaborate closely with product and UX designers to bring motion principles into interfaces and interactions. Comfortable exploring AI tools to support ideation and production.

Core Skills

Motion & Product: Motion Design, 2D Animation, Mixed Media, Storyboarding, Illustration, Video Editing, Sound Design, UI/UX Design, Interaction Design, Prototyping

Tools: After Effects, Illustrator, Photoshop, Premiere Pro, Figma, Cinema 4D, Lottie

Experience

Multimedia Designer | Aceable • 2021–Present

Own creative work from concept and storyboarding through design, animation, and delivery.

- Lead brand and creative design for sitewide campaigns and product launches, designing emails, landing page assets, social and paid ads (static, GIF, video), and CTV spots across multiple sizes and formats.
- Develop visual and motion systems used across seasonal campaigns, ensuring consistency and scalability.
- Collaborate with product and CRO on experimentation and optimization, contributing with a UI/UX perspective to brainstorming and A/B testing initiatives.
- Support product initiatives in Figma by designing wireframes, landing page concepts, prototypes, and motion behaviors.

Motion Designer | Freelance • 2019–2021

Worked with clients across entertainment and tech to create explainers, promotional videos, logo animations, and social content, handling projects from concept through design, animation, and delivery.

Motion Designer | Conteúdo Filmes • 2015 – 2018

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

Education + Training

B.A. Cinema & Audiovisual — Universidade Federal Fluminense, 2013–2018

Training: Animation Bootcamp (School of Motion, 2025) • Advanced Motion Methods (School of Motion, 2020) • Intro to UI Design (Dribbble, 2023)