

Caren Zucchi

Motion Graphics & UI/UX Designer

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Professional Summary

Multidisciplinary designer focused on motion graphics and UI/UX, producing work that blends storytelling, design, and movement. Originally from Brazil and based in Austin since 2019, I've been creating motion experiences for over 10 years across marketing campaigns and brand visuals. In recent years, I've expanded into UI/UX, combining my motion background with user-centered design to build intuitive and engaging digital experiences. I've also been exploring AI tools to generate images and video, streamlining workflows, keeping visuals on-brand, and pushing creative possibilities forward.

Core Skills

Technical: Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Figma, LottieFiles, Cinema 4D, Midjourney, Sora, Gemini

Design: Motion Graphics, Animation, Storyboarding, UI/UX Design, Prototyping, Interaction Design, Visual Design

Work Experience

Aceable — *Multimedia Designer* | 2021 – Present

At Aceable, I work across motion and product design, creating graphics, animations, and explainer videos for campaigns while designing wireframes, prototypes, and user flows in Figma. My work spans marketing and product initiatives, from CTV campaigns to web and mobile experiences. I also explore AI tools for image and video generation to streamline workflows and bring in trend-driven aesthetics.

Freelancer — *Motion Designer* | 2019 – 2021

Worked independently with clients from concept to delivery, creating multimedia content such as explainer videos, social media animations, GIFs, logo animations, and promotional videos.

Conteúdo Filmes — *Motion Designer* | 2015 – 2018

Created 2D and 3D animations for major cable TV channels including Warner, Universal, Telecine, and Globoplay, collaborating with cross-functional teams to deliver a wide range of projects.

Brainstorming Entretenimento (now Brain+) — *Graphic Designer* | 2014 – 2015

Designed print materials such as press-clipping albums, flyers, and collateral for theatre productions. Also explored motion design in After Effects, creating animations for upcoming shows featured on the company's website.

Education

B.A. in Business Administration

Faculdade Estácio de Sá Vila Velha | 2006–2010

B.A. in Cinema & Audiovisual

Universidade Federal Fluminense | 2013–2018

Continuing Education

Animation Bootcamp — *School of Motion*, 2025

Intro to UI Design — *Dribbble*, 2023

Advanced Motion Methods — *School of Motion*, 2020

Achievements & Awards

2025, Nominee | **Prêmio CBTIJ de Teatro para Crianças** (*Children's Theatre Award*)

2020, Honorable Mention | **Sunhak Peace Prize** (*Animation Contest*)

2015, Honorable Mention | **Festival 72h Rio** (*Short Film Competition*)