Anouk Valderrama-Fitch

Motion Designer
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SUMMARY

Motion designer with 5 years of experience in brand campaigns, social video and product UI animation, working in After Effects, Cinema 4D and Figma. Built an animation toolkit that cut social video turnaround from 4 days to 1.5 days, and animated a launch campaign with 6.2 million paid views. Comfortable from storyboard to final delivery specs.

EXPERIENCE

Motion Designer — Brightfern Labs

New York, NY · Mar 2023 – Present

- Animate 30-40 social and paid ads a month across 4 aspect ratios for a budgeting app with 3 million users, working from brand guidelines and copy briefs.
- Built an After Effects template library with 22 rigged scenes and the brand's type animations, cutting average ad turnaround from 4 days to 1.5 days.
- Animated the spring launch campaign's 15-second and 30-second spots, which ran with 6.2 million paid views and a 2.3x higher completion rate than the previous campaign.
- Produced 14 Lottie animations for onboarding and empty states with the product design team, keeping each file under 60 KB for app performance.

Junior Motion Designer — Parallax & Pine Studio

Brooklyn, NY · Jun 2021 – Feb 2023

- Animated explainer videos for 9 B2B software clients, each 60-90 seconds, from storyboard through final export.
- Designed style frames for 12 pitches, 5 of which the studio won as paid projects.
- Prepared broadcast and web deliverables in 6 formats per project, with captions and safe-area checks on every version.

SKILLS

Motion: After Effects, Cinema 4D, Redshift, Premiere Pro, Lottie with Bodymovin

Design: Illustrator, Photoshop, Figma, storyboarding, style frames

Craft: Kinetic typography, character rigging with Duik, easing and timing, sound sync

Delivery: Social specs, broadcast safe areas, caption files, Frame.io review

EDUCATION

B.F.A. Motion Media Design, Savannah College of Art and Design, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.