



rachelallisonj

MOTION DESIGNER

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EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN (SCAD)

Bachelor of Fine Arts in Motion Media Design
Magna Cum Laude | June 2016 | GPA: 3.83

PROGRAMS & SKILLS

After Effects	Motion Graphics
Photoshop	Illustration
Illustrator	Design for Motion
InDesign	GIF Creation
Premiere Pro	Typography
Adobe Suite	Projection Mapping

HONORS & AWARDS

ADDA SEMIFINALIST | July 2016

Illustration chosen as a semifinalist for the 2016 Adobe Achievement Awards.

SOCIETY OF ILLUSTRATORS | May 2016

Illustration chosen out of 8,700+ entries to be displayed in the Society's NYC Gallery and published in the Student Scholarship Competition catalogue.

CERTIFICATIONS

HEARST CHANGE AGENT | Jan 2021

This Certification Program provides participants with the skills, knowledge, and insights to influence and facilitate change to support an inclusive and diverse workplace.

EXPERIENCE

FREELANCE MOTION GRAPHICS DESIGNER

Design & Animation Consulting | Mar 2022 - Present

- Design, develop, and animate social media assets for client delivery
- Assess client requirements and desires and deliver on them
- Collaborate with designers to adapt designs into animated pieces
- Produce promotional content on platforms such as TikTok, Instagram Stories, Instagram Reels, and Facebook Videos
- Create assets for social media, websites, and email marketing
- Focus on designing engaging content through social media strategies
- Connect with brand teams to share templates and assets to keep consistency across all deliverables through collaboration
- Select strong design and layouts to create cohesive branding
- Partner with small businesses to expand their following and outreach through social media assets and branding

SENIOR DESIGNER, MOTION GRAPHICS

The Estee Lauder Companies | Oct 2021 - Feb 2022

- Create social media assets from conception to animation
- Expand Estee Lauder's social media presence through updated branding and pushing new concepts to modernize the brand
- Animate thoughtfully designed and engaging posts on social media
- Review and connect through weekly design team meetings, daily design reviews, and brand team meetings
- Ensure completion of all projects in a timely manner while managing project deadlines and timelines from team managers
- Collaborate with other Estee Lauder teams to share ideas, imagery, and assets for consistent branding

SENIOR MOTION DESIGNER

Cosmopolitan Emerging Platforms | July 2019 - Oct 2021

- Create and update Snapchat templates to streamline design and animation process through the organization of assets in After Effects
- Oversee the Cosmopolitan Emerging Platforms Style Guide
- Lead weekly design team meetings and daily design reviews
- Manage deadlines, timelines, and employee schedules while ensuring all projects are completed in a timely manner
- Connect with other teams to share templates and assets to keep consistency across all outlets through collaboration
- Reach out to freelancing illustrators, manage contracts, and facilitate the creation of "on brand" assets
- Recruit, screen, and interview qualified candidates
- Train new hires and support the onboarding process
- Direct employees in the application of best practices
- Design and animate special projects including business cards, merch, and site art in addition to daily Snapchat work
- Produce promotional content for emerging platforms such as TikTok, Clubhouse, and Discord through Instagram Stories

MOTION DESIGNER

Cosmopolitan Snapchat Discover | Jan 2018 - June 2019

- Design and animate stringer editions, editorial stories for our daily Snapchat Channel and assets for Instagram or other platforms
- Generate templates for weekly franchises like #BaeGetsit, Best Weekly TikToks, and daily Sentence Scopes
- Animate projects designed by Cosmo's Creative Director
- Launch GIF packages to go along with large site features
- Construct title page designs for Cosmo's Youtube Channel and assist the video team with motion graphics assets
- Add motion to illustrations commissioned for Snapchat

JUNIOR MOTION DESIGNER

Cosmopolitan Snapchat Discover | Sept 2016 - Dec 2017

- Design and animate snaps for editorial stories
- Illustrate, design, and animate share snaps for the channel
- Create GIFs and animations for the site
- Concept, design, and edit sizzle reels for the Video Production Team