

# ZOHREH GHOLAMI

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## SUMMARY

Creative Motion Graphic Designer with experience in 2D/3D animation, motion media projects, and engaging content for mobile apps and web advertising across digital platforms.

## WORK EXPERIENCE

### **Centific** / *Video Data Specialist* / 2025

- Created, reviewed, and labeled video content to support AI training models.
- Collaborated with cross-functional teams to streamline large datasets and improve AI understanding of dataset and labeling consistency.

### **Round Feather** / **UST** / *UI Motion Designer* / 2023–2024

- Designed end-to-end motion design for mobile app experiences, translating concepts into polished in-app animations from ideation through launch.
- Designed and animated UI motion, motion graphics, and short video clips for Paven, a financial empowerment app for Meta employees, enhancing usability and user engagement.
- Created animation-ready illustrations and assets optimized for performance and scalability within mobile applications.
- Partnered closely with product designers, illustrators, and software developers to ensure seamless integration, technical accuracy, and a high-quality in-app experience.
- Contributed to a more intuitive and engaging user experience by using motion to guide users, reinforce brand tone, and improve interaction flow.

### **Freelance Motion Graphic Designer** / 2022-2023

- Designed graphics and motion graphics content for various clients
- Designed kinetic typography and layout for motion-driven digital content and campaigns.

### **TEGNA** / *Motion Graphic Designer* / 2020–2021

- Created visually engaging animated news infographics that simplified complex information for broadcasts on major networks, including CBS, NBC, and various local news channels.
- Produced dynamic on-screen graphics that enriched the overall viewer experience and boosted audience engagement during news broadcasts on CBS, NBC, and local stations.

### **Red Giant LLC** / *Motion Designer & Educational Training Specialist* / 2018–2020

- Trained college students and motion designers to master Red Giant plugins within Adobe After Effects and Premiere, enhancing their motion graphics and video editing skills.
- Instructed individuals in advanced 3D motion graphics techniques using Red Giant plugins within After Effects, enabling them to produce professional-quality animations.

- Trained users to effectively utilize Red Giant plugins for enhanced video editing workflows in After Effects and Premiere.

**The Coca-Cola Company** / *Motion Media Intern / 2018*

- Collaborated with the Studio Now team on video editing and motion media design across various Coca-Cola advertisement projects

## **EDUCATION**

**Savannah College of Art and Design (SCAD)** — *MFA, Motion Media Design / 2016-2019*

**California Institute of the Arts** — *Certificate, Visual Elements of User Interface Design (Online)*

**Azad University (IAU)** — *MFA & BFA, Graphic Design*

## **Technical Skills & Tools**

- Motion Graphics / Animation
- Video-forward design
- Typography
- Color Theory & Composition
- Layout Design
- Static Assets (for print and digital)
- Visual Designer
- Visual Communication
- Marketing Design
- Cross-functional Collaboration
- Performance Data
- Adobe Creative Suite (specifically After Effects, Premiere Pro, Illustrator, Photoshop)
- Figma
- Red giant software