

Vicky Chen

Senior Motion Designer — Digital Experience
Motion, Video, Product Storytelling & Creative Direction

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Senior Motion Designer and multidisciplinary storyteller with 14+ years of experience translating complex products, technologies, and business ideas into clear, engaging visual stories. Specializes in motion design, product storytelling, brand video, digital campaigns, and creative systems across enterprise and in-house environments. Leads projects from concept and narrative development through motion design, production, editing, and final delivery, partnering with brand, marketing, communications, product, and client teams. Advanced in Adobe Creative Suite and AI-enhanced creative workflows.

PROFESSIONAL EXPERIENCE

Senior Motion Designer — Digital Experience

KPMG | Chicago, IL | Dec 2022–Present

- Lead creative development and production of motion-led storytelling across AI product launches, product demos, digital campaigns, social content, brand videos, executive communications, and major events, owning projects from concept through final delivery.
- Translate complex AI, technology, financial, and business concepts into clear, audience-focused visual narratives for executive, client, marketing, and internal audiences.
- Lead product storytelling for AI-enabled platforms including KPMG Mystro and KPMG Blaze, creating overview videos, demos, conference experiences, and audience-specific campaigns that make complex capabilities easier to understand.
- Create high-visibility work for major accounts including Vanguard, Google Cloud, and Meta, adapting creative approaches across KPMG and external brand systems for executive presentations, client conferences, campaigns, and account marketing.
- Partner with Brand, Corporate Communications, Marketing, product teams, and account stakeholders as a creative consultant, shaping narrative direction, story structure, visual language, and creative strategy.
- Integrate generative AI and emerging creative tools into production workflows to accelerate ideation, explore creative directions, streamline production, and build more efficient creative systems; mentor teammates on motion, storytelling, and emerging technologies.

Multimedia Design Lead

IAA | Chicago, IL | Mar 2020 – Dec 2022

- Directed multimedia and motion design across video, animation, podcasts, e-learning, social learning, and VR experiences for internal and external audiences.
- Partnered with instructional designers, subject matter experts, Marketing, and HR to transform complex information into clear, engaging visual stories aligned with business, learning, and communication objectives.
- Led end-to-end production across storyboarding, filming, remote recording, motion design, video editing, audio, and post-production for studio, on-location, and virtual content.
- Developed branded multimedia experiences from concept through final delivery, balancing storytelling, audience needs, accessibility, learning objectives, and brand standards.

Senior Interactive Media Producer

Jellyvision | Chicago, IL | Jun 2012 – Jan 2020

- Led motion graphics and interactive media production for enterprise SaaS products, combining product storytelling, education, and customer-focused communication.
- Created product demos, motion content, and interactive experiences that translated complex software functionality into clear, approachable customer experiences.
- Partnered with product and engineering teams to translate complex systems, features, and database-driven functionality into intuitive digital experiences.
- Contributed to project planning, scoping, estimating, production strategy, and multimedia quality standards across concurrent product releases.

EDUCATION

B.S. Computer Graphics

Purdue University

Skills

Creative & Strategy

Motion Design, Motion Graphics, Creative Direction, Art Direction, Product Storytelling, Brand Storytelling, Narrative Development, Storyboarding, Motion Systems, Audience-Centered Design

Video & Content

Video Production, Video Editing, Product Demos, Social Video, Digital Campaigns, Executive Communications, Event Content

Tools

After Effects, Premiere Pro, Photoshop, Illustrator, Audition, Figma, Ceros, Canva, Frame. io

AI & Emerging Creative

Generative AI, AI-Enhanced Creative Workflows, Adobe Firefly, Synthesia