

Vicky Chen

Senior Motion Designer | Digital Experience

Motion, Video, Product Storytelling & Creative Direction

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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

EDUCATION

B.S. Computer Graphics

Purdue University
Animation & Video Game Design
Concentration

SUMMARY

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 proficiency 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 for AI launches, product demos, campaigns, and executive communications, delivering 5-10 projects monthly from concept to 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 KPMG's AI platforms Mystro and Blaze, including overview videos, demos, and conference experiences for Blaze, which has driven \$135M in US bookings since launch
- Contribute creative and presentation materials supporting major new-business pursuits, including a \$300M win for Denso
- Create high-visibility work for major accounts including Vanguard PlanIQ, Google Cloud, and Meta, adapting creative approaches across KPMG and external brand systems for executive presentations, client conferences, 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 and streamline production; mentor teammates on motion, storytelling, and emerging technologies

Multimedia Design Lead

IAA | Chicago, IL | Mar 2020 – Dec 2022

- Directed multimedia and motion design for training and communication content reaching 200+ branches and 5,000+ employees, spanning video, animation, podcasts, e-learning, social learning, and VR experiences
- Partnered with 5-6 subject matter experts, instructional designers, 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 ALEX, Jellyvision's benefits decision-support platform used by 1,500+ companies and 18M+ employees, including 114 Fortune 500 companies and 10 of the 25 largest US employers
- Created product demos and interactive experiences for Fortune 500 clients including RBC, Principal, CVS, Accenture, and Hartford, translating complex offerings into approachable customer experiences
- Partnered with product and engineering teams to translate complex, database-driven functionality into intuitive digital experiences