

VANESSA SENTZ

VIDEO | MOTION GRAPHICS ANIMATOR
SENIOR DIGITAL DESIGNER
ENGLISH | SPANISH TRANSLATOR

 717.676.1878

 vsentz@gmail.com

 vanessa-sentz.com

EXPERTISE

With over 20+ years of hands-on success and strong expertise in design, typography, color theory, web, 2D and 3D graphics, animation, motion graphics, video editing/production/direction, photo editing for consumer-focused brands, corporate branding, compositing, layout, from beginning (planning) to end (client presentation), I thoroughly enjoy being an active member of a passionate creative team.

Able to present and articulate creative work as well as collect, interpret, and incorporate design feedback from internal leaders or external clients. With excellent communication skills and a creative personality to efficiently collaborate with other designers, sales representatives, account managers, copywriters, clients and business leaders. Full English/Spanish speaker.

Highly motivated with the ability to work independently in a fast-paced environment—managing multiple projects simultaneously while prioritizing time and resources based on business needs.

Deep knowledge of creative design tools, collaboration tools, and digital platforms—including Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects), Canva, and prototyping tools such as Figma.

Agency and in-house work experience.

EDUCATION

Bachelor's Degree in
Graphic Design

UVM Universidad del
Valle de México

Class of 2000

SKILLS & SOFTWARE

- All Adobe Creative Suite including: After Effects, Photoshop, Illustrator, XD, In Design, Premiere Pro, Media Encoder, Audition, Dreamweaver, Animate, Acrobat, Adobe Fonts
- HubSpot, Constant Contact, etc
- Canva, Descript, Windows/Apple software
- Figma, InVision, Google apps, HTML5 (ads), Google Web Designer
- Familiarity with 3D design (Cinema 4D)
- UI/UX design

EXPERIENCE

2021-Current (Contract)

Intention.ly

Lead Designer

Lead animation/motion graphics specialist specializing on social media, presentations, video, infographics, branding, email campaigns, eBooks, tear sheets, one pagers, webinars, promotional items, etc.

2020-2021

Reading Plus

Multimedia Specialist & Web Master

In charge of all multimedia and web projects, digital marketing campaigns, project management and graphic design/branding needs.

2018-2020 (Contract)

Zest Social Media Solutions

Senior Creative Specialist

Lead animation/motion graphics specialist responsible for creating and overseeing all animation/motion graphics functionalities, creative processes, branding, etc.

2017-2018 (Contract)

COPT

Sr. Interactive/Digital Media Designer

Developed interactive multimedia strategies and solutions to support COPT's marketing, brand and overall business objectives.

2015-2016 (Contract)

Batchbook

Marcomm/Product Designer

Responsible for marketing visuals, adapting branding into mobile and web based UIs, as well as website and all digital media.

2012-2014 (Contract)
JUJAMA

Creative Director

Created all visuals and branding, adapting clients' branding into mobile and web based UI/UX, as well as websites, and all digital

2011-2012 (Contract)
Firejack Technologies

Creative Director

Created all visual presentation and branding for all Firejack Technologies websites, print products, and marketing products, as well as UI/UX.

2010-2011
G3 Group

Web Designer

Responsible for all web design. Liaison and coordinator between customers, developers/programmers and directors.

2008-2010
Carroll County Times

Web Designer/Developer

Over all web layouts, data, reports, campaigns, and product launches, as well as coordinated online advertising between customer and creative department.

2001-2008
RMS of Hanover

Marketing Coordinator

Created all 4 companies' branding, including design of websites, print and sales collateral, as well as, develop strategies and marketing concepts.