

Vanessa Sentz

MULTIMEDIA · MOTION · BRAND

New Oxford, PA
717-676-1878
vsentz@gmail.com
vanessa-sentz.com

BY THE NUMBERS

25+	50+	2
Years Exp.	Clients	Languages

DESIGN SOFTWARE

- Adobe Creative Suite (Expert)
- Figma & InVision
- Cinema 4D
- Canva & Descript
- HubSpot · Constant Contact
- Google Workspace
- HTML5 / Interactive Design
- Graphic/Motion/Voice Ai
Generating Tools and Plug-ins

SPECIALIZATIONS

- Motion Graphics
- Video Editing
- Brand Identity
- UX / UI
- Social Media
- Email Campaigns
- Infographics
- eBooks
- Trade Show
- Presentations
- Print Collateral
- AI Tools

LANGUAGES

- English — Native
- Spanish (Latin American) — Native

INDUSTRIES

- B2B & B2C Technology
- Cybersecurity & GovTech
- Health & Pharmaceutical
- Financial Services / Fintech
- Startups & Fortune 500

Who I am.

SENIOR MULTIMEDIA DESIGNER — INDEPENDENT

2021 – Present

The design Swiss Army Knife you've been looking for. With over two decades of experience across B2B and B2C tech, health, cybersecurity, government, and financial. I bring an unusually broad creative toolkit to every engagement. I've led design across marketing functions at Fortune-500-level companies and fast-moving startups alike — always delivering on-brand, on-time, and on-point. My superpower is creative flexibility: I can conceive a campaign concept in the morning, produce an animated explainer by afternoon, and deliver a polished client presentation by end of day. I thrive at the intersection of big-picture thinking and pixel-perfect execution. I believe the best work happens in genuine collaboration — I work closely with PMs, content teams, executives, and clients to turn briefs into outcomes. Not just deliverables. Outcomes.



“I'm not just a designer — I'm a creative problem-solver who bridges strategy, storytelling, & execution to build brands that people genuinely connect with & convert.”

With 25+ years across B2B and B2C tech, health, cybersecurity, government, and financial sectors, I bring an unusually broad creative toolkit to every engagement. I've led design across marketing functions at Fortune-500-level companies and fast-moving startups alike — always delivering on-brand, on-time, and on-point. My superpower is creative flexibility: conceiving a campaign concept in the morning, producing an animated explainer by afternoon, and delivering a polished executive presentation by end of day. Bilingual in English and Latin American Spanish — I translate and proof all materials natively, giving campaigns an authentically resonant voice across cultures.

- ✓ Produced broadcast-quality animated explainers, logo animations, and webinar content for global pharmaceutical, fintech, and growth-stage brands.
- ✓ Built cohesive brand ecosystems — logos, style guides, campaign identities, and cross-channel design systems — from concept to final asset delivery.
- ✓ Designed and managed end-to-end digital marketing production: email campaigns, social graphics, web banners, animated GIFs, large-format event visuals, and digital out-of-home.
- ✓ Delivered bilingual creative across all touchpoints — translating and proofing English/Spanish materials with no agency middlemen.
- ✓ Collaborated directly with PMs, content teams, executives, and clients to align creative strategy with measurable business outcomes.

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Core capabilities.

Motion & Video

Storyboard to export — explainer videos, social animations, webinar openers/closers, logo animations, and broadcast-quality branded content.

Digital Marketing Production

Email campaigns, social graphics, eBooks, infographics, large-format event visuals, web banners, animated GIFs, and presentation decks optimized for every channel.

Multilingual Creative

Native English & Latin American Spanish. Authentic bilingual campaigns— translates tone and intent, not just language, with no agency middlemen.

Brand & Visual Identity

Logos, style guides, campaign identities, and cross-channel design systems.

Experienced stewarding established brands and leading full rebrands.

UX / UI & Web Design

Conversion-focused websites, landing pages, and digital ecosystems built on strong UX/UI principles, visual hierarchy, and engagement-driven strategy.

Creative Direction & Strategy

Big-picture concepting through pixel-perfect execution. Gains stakeholder buy-in and leverages AI and scalable design systems for maximum output quality.