

MOTION GRAPHIC DESIGNER

Shelby Choi

with 6+ years of experience creating educational video content for complex SaaS products, I specialize in turning technical concepts into clear, engaging visual stories.

EXPERIENCE

META

Motion Designer (Contract)

INTRAEEDGE | JAN 2022 – PRESENT

- Specialize in breaking down Meta Ads Manager (complex SaaS tool) into accessible, step-by-step tutorials
- Own end-to-end video production pipeline: concept development, visual storyboarding, animation, editing, and publication
- Implemented AI-powered workflow: reduced per-video production time from 4 weeks to 2 weeks while maintaining quality standards
- Developed customized motion template based on the brand system ensuring visual consistency across 100+ videos, training team members on templates and best practices

Communication Designer (Contract)

INTRAEEDGE | MAR 2020 – DEC 2021

- Created diverse educational content (CMS/LMS e-learning courses, presentation decks, social assets, video)
- Developed e-learning course templates in CMS improving team workflow

APPLE

Graphic Production Artist (Contract)

HOGARTH WORLDWIDE | FEB 2019 & SEP 2019

- Supported March and September product launch events by localizing UI and web elements across 40+ web pages
- Ensured cultural and visual consistency between US and Korean sites, maintaining Apple's design system standards across regions

Freelancer

OCT 2016 – 2019

- Delivered branding, print, digital, and motion graphics for freelance clients, building foundational skills in visual hierarchy and typography.

Junior Graphic Designer

PARIS BAGUETTE | NOV 2013 – 2016

- Designed 35–40 monthly promotional materials across 20+ retail locations while maintaining brand consistency.

EDUCATION

California State University, Long Beach B.A. Graphic Design · 2013

TOOLS



MOTION & VIDEO

Educational video production
SaaS tutorial creation
Complex concepts breakdown
Beginner-focused content AI workflow optimization

DESIGN

Visual hierarchy
Typography
Design systems
Print & web design
Brand consistency

COLLABORATION

User-centric thinking
Clear communication
Project management
Attention to detail