

# DeAndria Nacel

ART DIRECTION + DESIGN + MOTION

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Multidisciplinary creative with over 10 years of experience in art direction, motion design, 2D visuals, hand-drawn and character animation, and illustration. Thrives both individually and with a team, as well as delegating tasks to direct reports.

**Skilled in:** Adobe Creative Cloud (Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe Flash/Animate, Adobe InDesign), Figma, Canva, LucidLink, monday.com, Asana, Google Suite, and Microsoft Office.

## PROFESSIONAL EXPERIENCE

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**Freelance Designer** 06/2021 - Present  
NYC / Remote

- Executes design and motion design for graphic-heavy videos and commercial content, enhancing visual storytelling

**Senior Visual Designer** 01/2022 - 02/2023  
Chegg, Inc., NYC / Remote | Staff, In-house

- Implemented art direction for Chegg Life to establish a consistent, relatable brand and visual identity that resonated with the target demographics and best practices for mental health, life skills, and financial
- Directed and drove elements of Chegg's first annual Student Mental Health Week imagery, which translated to a 29% increase in the brand's positive sentiment
- Managed multiple designers and mentored intern for illustrations, motion, videos, templates, social media, and marketing assets, exporting graphics that increased engagement for Chegg's email newsletter's 6 million subscribers
- Identified improvements in process strategy at a cross-functional capacity, completing visuals to meet tight timeframes and fall within budget at a fast pace
- Provided project management, pitches, brainstorming, feedback, presentations, guidelines, final approval on deliverables, and quality control to improve workflow, fostering a hands-on, collaborative fully remote environment

**Senior Motion Graphics Producer & Art Director** 06/2018 - 08/2021  
HuffPost, NYC | Staff, In-house

- Led the design and animation of graphics, illustrations, gifs, charts, brand guidelines, storyboarding, and video assets for political, people-centered content as an art director
- Managed motion designers, coordinating with freelancers and in-house visual, editorial, and enterprise video teams to deliver organized, high-quality graphics and website experiences
- Supplied and navigated production of style guides, graphic assets, brand packages, editable files, and templates for HuffPost US, UK, and other international extensions of the company
- Built brand identities, mood boards, infographics, and visual concepts for an array of original HuffPost content

**Motion Designer** 07/2016 - 02/2018  
Vox Media, Inc., NYC | Staff, In-house

- Produced and delivered compelling video and editorial animations for Racked, elevating the brand's online presence
- Collaborated with team to source and secure high-quality props, contributing to the overall aesthetic of projects
- Streamlined video production process by pivoting to Adobe Premiere Pro for editing

## EDUCATION

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**Bachelor of Fine Arts - Animation** | Savannah College of Art & Design | Graduated Magna Cum Laude