
CARESSE HAASER

Art Director / Motion Designer

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917-280-0928
Brooklyn, NY

EDUCATION

2013, Savannah College of Art and Design

BFA in Motion Media Design
with a minor in Nonfiction Writing
Deans List, GPA 3.8

SKILLS

Art/Creative Direction
Project Management
MOGRTs
Editorial Animation
Data Visual Design & Animation
Design & Packaging for Broadcast
Design for Social Media
Illustration & Character Design
Storyboarding
Graphic Design
Some Video Editing & Sound Design

SOFTWARE

Expert: After Effects, Photoshop, Illustrator, InDesign, Google Suite

Working knowledge: Cinema 4D, Premiere, Audition

BRANDS:

Editorial, Digital Media & Broadcast

CNN, Vox, NBC, Bloomberg, Axios, The New Yorker, Condé Nast, The Wall Street Journal, MIT Technology Review, UC Berkeley, CMT, HGTV, NatGeo, Nickelodeon, Oxygen

Nonprofit

IMU, Giffords, Freshkills Park, Hope For New York, Selva Negra Community Foundation, Nashville Native Magazine

SELECTED WORK EXPERIENCE

June 2022, Motion Designer | International Mathematical Union

Designed and animated a 2-minute explainer about the groundbreaking work of Ukrainian mathematician Maryna Viazovska, as part of the awards ceremony package for 2022 Fields Medalists. *(Remote)*

Feb—May 2022, Senior Motion Designer | CNN+

Created bespoke graphics and MOGRT templates as the Senior Designer for pop culture longform documentaries on CNN+. *(Remote and on-site)*

May 2020—Sep 2021, Art Director | Vox's Explained on Netflix

Led the GFX team on Season 3. Responsibilities included sourcing and interviewing animators, providing art direction and visual guidance, developing series-wide assets and toolkits, facilitating remote workflow between animators and producers/editors/archivists, as well as managing and tracking GFX across all episodes. *(Remote)*

Jan—May 2020, Motion Designer | NBC's The Report on Quibi

Tapped to help develop data and explainer graphics ahead of the launch of NBC's daily news program for Quibi. *(NYC)*

Aug—Dec 2019, Motion Designer | The Patriot Act on Netflix

Freelance. Assisted the house GFX team in developing on-stage backgrounds, photo compositing, and iterating infographics. *(NYC)*

Mar—Aug 2019, Senior Motion Designer | Vox's Explained on Netflix

Motion design lead on 6 episodes. Worked with producers, archivists and editors in developing unique graphics for each episode that included data visuals, broadcast elements and illustrated animations. Directed junior motion designers assisting each episode. *(NYC)*

Dec 2018—Aug 2020, Motion Designer | Giffords

Created a promo animations for the release of Giffords' 2019 and 2020 Interactive Gun Law Scorecards. Worked with data visuals and a style guide provided. In 2020, designed & built an iterative motion graphics toolkit for a series of YouTube videos about guns and social issues. *(Remote)*

Jan—Nov 2018, Staff Motion Designer | Axios

Building upon existing brand collateral, helped to develop the motion design language for a new media company. Created toolkits and animation for editorial, social, and branded content. *(NYC and DC)*

Nov 2017, Animator / Illustrator | The New Yorker

Designed and executed animated graphics (both expository and decorative) for a documentary short about Kid Inventors. *(Remote)*

Oct 2017, Animator / Illustrator | Hope For New York

Designed, illustrated and animated a 2-minute piece explaining the mission of Hope for New York, a nonprofit organization that assists New Yorkers in need. *(Remote)*

Jan 2017—May 2020, Freelance Animator / Motion Designer | NYC

Freelanced at/for various top-line studios and media outlets in the NYC metro area, including Buck, Dress Code, Condé Nast, Bloomberg, The Wall Street Journal, and Nickelodeon. *(Remote and on-site)*
