

Harpreet Chamdal

Motion Graphics Designer & 2D Animator

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Summary

Passionate motion designer and animator with expertise in 2D animation, motion graphics, and visual storytelling. Seeking to drive visually compelling campaigns and brand experiences in entertainment and event marketing across the Bay Area. Skilled at leading creative campaigns from concept to delivery, blending design strategy with technical execution. Experienced in producing high-volume, deadline-driven work for diverse industries, including education, entertainment, and business marketing.

Experience

Motion Designer

Motimatic | Oakland, CA | Apr 2023 – Jan 2024

- ❖ Designed and delivered high-impact social campaigns for higher education clients, driving student enrollment and engagement.
- ❖ Partnered with cross-functional teams (designers, producers, copywriters) to align creative direction with campaign strategy.
- ❖ Produced 20+ weekly assets across multiple formats under tight deadlines, ensuring timely and consistent campaign rollout.

Junior Motion Designer

N-Compass TV | Golden, CO | Aug 2019 – Jul 2021

- ❖ Created motion ads for local and national brands across industries, including fitness, real estate, and hospitality.
- ❖ Updated and reformatted existing ad content for multi-platform distribution and brand consistency.
- ❖ Balanced multiple client projects, ensuring design quality and on-time delivery.

Graphic Design Intern

Juniata College Athletic Communications | Huntingdon, PA | Feb 2016 – May 2019

- ❖ Produced graphics, highlight videos, and animations for athletic events and promotions.
- ❖ Managed content creation and scheduling for all athletics social media accounts, growing engagement.
- ❖ Designed promotional materials, including posters, booklets, and web assets.

Education

MA, 2D Animation & Visual Effects

Academy of Art University | San Francisco, CA | 2021 – 2025

BA, Technology, Arts & Media

Juniata College | Huntingdon, PA | 2015 – 2019

- ❖ Student Body President (2018), Vice President (2017–2018)

Skills

Creative & Technical: Motion Design, 2D/3D Animation, Typography, Art Direction, Campaign Concepting, Photography & Editing

Tools: Adobe After Effects, Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom | Toon Boom Harmony | Autodesk Maya | Figma