

EXPERIENCE

Colosseum

Motion Design Lead

Oct 2025 – Present

- Owned and executed projects end-to-end with minimal oversight, driving creative direction, delivery, and client alignment across all phases.
- Led creative syncs with clients to uncover needs, translate complex feedback into actionable solutions, and proactively guide project direction.
- Acted as a strategic partner in client conversations, using strong product and industry knowledge to anticipate needs and support consultative, solution-oriented recommendations.
- Contributed to business growth by balancing creative execution with an understanding of client goals, production realities, and long-term account value.
- Represented a high standard of creative quality across all deliverables while continuously improving internal workflows, documentation, and production processes.
- Supported team development by mentoring designers, sharing knowledge, and elevating overall creative output and collaboration standards.

Set Angle

Motion Designer | Freelance

2024 – 2025

- Worked on a contract basis as a designer, animator, and 3D generalist across multiple clients, including Maxon, Gray Media, and Kits AI, delivering motion, design, and 3D assets tailored to each brand's creative and production needs.

Hybrid Healthcare Communications

Senior Art Director

Jan 2023 – Sep 2025

- Led the design and animation of 50+ digital campaigns, print ads, videos, and motion pieces for pharmaceutical and biotech brands including Moderna and Bristol Myers Squibb.
- Partnered closely with copywriters, account teams, and clients to ensure creative work aligned with brand strategy and campaign goals.
- Created high-impact motion graphics and animated content in After Effects and Cinema 4D that helped drive 205+ convention booth visits.
- Stayed current on industry and design trends to bring fresh creative ideas to projects, contributing to stronger client satisfaction and overall creative quality.
- Maintained brand consistency across a wide range of campaigns while balancing tight deadlines and regulatory requirements, resulting in stronger stakeholder feedback.
- Presented creative concepts directly to clients, incorporating feedback into revisions that led to a 95% approval rate on proposed designs.
- Mentored a team of designers, helping strengthen their skills in Photoshop, Illustrator, and InDesign while supporting the successful delivery of projects ahead of schedule.

Art Director

Assoc. Art Director

Senior Designer

Graphic Designer

Jan 2022 – Dec 2022

Jan 2021 – Dec 2021

Jan 2019 – Dec 2020

May 2017 – Dec 2018

EDUCATION

School of Motion

Cinema 4D Basecamp

Jul 2022 – Sep 2022

Animation Bootcamp

Oct 2021 – Dec 2021

Rutgers University

Mason Gross School of Arts

Bachelor of Fine Arts in Design

Sep 2013 – May 2017

SKILLS

Adobe Creative Suite

Lottie

Expressions

Art Direction

Framer

Animation

After Effects

Rive

Premiere

Storyboarding

Claude

Modeling

Cinema 4D

Illustrator

Blender

Typography

Video Editing

Character Animation

Redshift

Photoshop

Figma

Web Design

Illustration

A.I. Prompt

View portfolio at sethrubel.com