

Sydney Otieno

ART DIRECTOR & MOTION DESIGNER

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sydneyotieno.com

Atlanta, GA



About Me

Versatile creative with 7+ years of experience in motion design, graphic design, project management, and art direction. Passionate about how graphics can be used to elevate storytelling, especially when bringing awareness to social issues and fostering change.

Education

SAVANNAH COLLEGE OF ART & DESIGN, 2015-2018

HONG KONG / ATLANTA, GA

- BFA in Animation, minor in Interactive Design & Game Development
- Magna Cum Laude
- Dean's List
- Academic Honors Scholarship
- Achievement Honors Scholarship
- 3.75 GPA
- Director/Producer of 'Checked Out' - Senior Film

UNIVERSITY OF MIAMI, 2014

CORAL GABLES, FL

- Courses in Art History and Digital Art
- Provost's Honor Roll
- 3.73 GPA

Skills

Software: After Effects, Illustrator, Photoshop, InDesign, Premiere Pro, Canva, OBS, AdobeXD, Maya, Figma, Slack, Monday, Microsoft Office

Knowledge: Motion Design, Graphic Design, Art Direction, Typography, Color Theory, Motion Tracking, Rotoscoping, Brand Development, Storyboarding, Video Editing, UI/UX Design, 3D Animation, 3D Modeling

Other

Notable Projects:

- Graphics Lead for 'Breaking the Fourth Wall' - Short Documentary
- Graphics Lead for 'Monsterland' - Animated Children's Music Video

Conferences: Attendee & Portfolio Reviewer at SCAD CoMotion

Experience

DIAGONAL MEDIA

AUGUST 2025 - PRESENT
FULL-TIME // REMOTE

Art Director

- Art directed and developed graphics for a variety of corporate video, film, social media, and marketing projects.
- Led a full brand refresh for Diagonal Media, elevating the visual identity and reinforcing the agency's mission.
- Tracked and specialized in client brand guidelines to ensure consistent application across design and animation.
- Collaborated with video editors, producers, and cross-functional stakeholders to craft visually compelling narratives.

Graphics Department Lead

AUGUST 2022 - AUGUST 2025
FULL-TIME // REMOTE

- Oversaw all graphic and motion design projects, ensuring quality control, creative excellence, and brand alignment.
- Communicated with clients to gather feedback, refine deliverables, and manage project timelines and budgets.
- Managed project assignments, freelance coordination, and workflow optimization across the graphics team.
- Hosted weekly design meetings focused on peer reviews, creative development, and industry research.
- Guided the team in implementing updated brand standards and maintaining design consistency.

Motion Graphics Artist

JANUARY 2020 - AUGUST 2022
FULL-TIME // NEW YORK, NY + REMOTE

- Designed and animated graphics for high-profile clients (e.g., Comcast, Colgate-Palmolive) across broadcast, social, and digital formats.
- Created dynamic social media content (static and video) to enhance brand presence and engagement.
- Developed reusable templates to streamline workflows and improve design consistency.
- Designed graphics for marketing collateral and internal communications.
- Collaborated with editors and producers to execute visually cohesive video content.

MULTIPLE CLIENTS

Graphic / Motion Designer

MAY 2019 - FEBRUARY 2020
FREELANCE // NEW YORK, NY

- Designed and animated graphics across digital and print media, ensuring consistency and optimal display.
- Collaborated with clients to create high-quality visual content tailored to their branding, project needs, and timelines.

CNN

Video Creative Design Intern

JANUARY 2019 - APRIL 2019
INTERNSHIP // NEW YORK, NY

- Created original artwork and animated graphics, including lower thirds and on-screen text, for CNNgo and other high-profile projects, enhancing brand presence.
- Provided rotoscoping and asset treatment support to ensure polished, dynamic visuals across multiple productions.

WUNDERMAN SEATTLE

Motion Graphics Intern

JUNE 2017 - SEPTEMBER 2017
INTERNSHIP // SEATTLE, WA

- Designed motion graphics for email and social media campaigns enhancing brand engagement and messaging.
- Developed motion graphics for Wunderman's AI Services division and managed lobby TV displays to support internal communication.