

# Sarah Torres

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## Motion Designer & Brand Strategist

Creative Strategist and Motion Designer with over 10 years of experience in crafting brand stories through animation, visual systems, and cross-platform campaigns. Specializing in developing scalable content for global brands such as Meta, HBO Max, and GoTo, with a strong focus on brand alignment, narrative clarity, and audience engagement. My work combines strategic thinking with hands-on execution across motion design, illustration, and digital storytelling, delivering impactful visuals for marketing, education, and product experiences.

Portfolio available at: [www.sartjaraillustration.com](http://www.sartjaraillustration.com)

### WORK EXPERIENCES

#### Meta ● 02/2022 – 03/2025

##### Creative Strategist & Motion Designer (Contract via IntraEdge)

- Created over 80 motion graphics and infographics that showcase effective platform usage and strategies for the growth and success of SMBs on Meta platforms—Facebook, Messenger, WhatsApp, and Instagram.
- Collaborated on 3+ video template optimization initiatives, adapting creative output to reflect Meta’s evolving brand identity through rebranding cycles.
- Worked collaboratively with cross-functional teams to create impactful Meta Blueprint assets, including marketing visuals, learning tools, and tutorials, which were refined through stakeholder feedback and utilized by 1 M+ users.
- Managed the complete video production process, including coordinating stakeholder input, storyboarding, animation, and final delivery, ensuring accurate timing, high audio quality, and brand consistency.
- Developed scalable visual strategies and templates for Meta Blueprint marketing campaigns, educational tools, and product how-to guides.
- Designed infographics, social content, and lesson visuals aligned with product vision and audience learning goals, strengthening engagement and knowledge retention for SMBs.

#### GoTo ● 11/2021 – 02/2022

##### Brand Animator & Strategist (Contract via Randstad)

- Created and animated 15+ UI motion assets for GoTo’s rebranded landing page, enhancing brand storytelling and user engagement through dynamic, brand-aligned visuals.
- Collaborated with the web development team and UX lead to create animated product demos tailored to each of GoTo’s business subdivisions, aligning motion with the user journey and brand narrative.

#### Minno ● 04/2020 – 07/2021

##### Motion Designer (Contract)

- Led the second phase of Minno’s rebrand, creating the Minno Brand Lens and detailed brand guidelines to ensure consistency across digital and streaming platforms.
- Created web assets for developer implementation and provided platform specific visuals for the App Store, Google Play, Roku, Fire TV, and Apple TV.
- Built and launched Minno’s Instagram presence under Craftsman Creative, producing 8+ brand-forward Reels to increase visibility and engagement.
- Collaborated with illustrators and animators to establish a cohesive brand world, translating strategy into story-driven motion and visual content.
- Produced 2+ high energy sizzle reels to support brand marketing and partnership outreach, combining motion, illustration, and editorial storytelling.
- Developed branded print and digital collateral, including promotional one pagers and email marketing materials, aligned with Minno’s evolving brand voice.

## Self-Employed/Freelance ● 2013 – Present

### Creative Strategist & Illustrator

As a freelance motion designer and illustrator, I have contributed to a wide array of brand, marketing, and educational projects for both small businesses and large media platforms. Selected project types include:

- **Brand Animation & Identity:** Logo animations, brand reveals, and motion systems for SMBs and boutique studios.
- **Marketing Campaigns:** Motion graphics and social content (Reels, carousels, promos) for digital marketing and brand activations.
- **Platform Specific Localization:** Recreated and adapted 10 video assets for HBO Max's global marketing, ensuring cross-cultural alignment.
- **Educational & Informational Design:** Animated infographics and explainer content for healthcare and wellness providers, including a veterinary practice.
- **Event & Program Promotion:** Produced full campaign assets—including 6 Reels and carousels—for a yoga studio's teacher training launch.
- **Illustration & Print:** Poster designs, children's illustrations, and branded print materials for campaigns and product launches.
- **Creative Consulting:** Advised SMBs on visual storytelling, social media strategy, and scalable content templates.

## EDUCATION

**Master of Fine Arts in Motion Media Design ● Savannah College of Art & Design (SCAD)**

**Bachelor of Fine Arts in Illustration ● Savannah College of Art & Design (SCAD)**

## SKILLS

### Core Competencies

Brand Strategy & Narrative Development · Motion Design & Animation · Cross-Platform Campaign Concepting · Creative Direction & Art Direction · Storyboarding & Visual Scripting · Social & Digital Media Strategy · Creative Briefs & Client Presentations · Team Collaboration & Project Management

### Tools & Platforms

Adobe Creative Suite (After Effects, Premiere Pro, Illustrator, Photoshop, InDesign) · Figma · Cinema 4D · Avid Pro Tools