

SABRINA CHEN

MOTION DESIGNER

sabrina-chen.com

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New York, NYC

Sabrina is a motion designer who is driven by a passion for storytelling through dynamic visuals. With a background in communications, she creates animations that resonate with audiences on an emotional level. She approaches motion design from a strategic standpoint, ensuring that every visual element serves a purpose.

EDUCATION

- School of Visual Arts, New York, U.S.  
Master of Fine Arts, Computer Arts  
  
Class of 2024
- National Taiwan Normal University, Taipei, Taiwan  
Master, Graphic Arts and Communications  
  
Class of 2018
- National Chiayi University, Chiayi, Taiwan  
Bachelor of Humanities and Arts, Foreign Languages  
  
Class of 2016

SKILLS

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Cinema 4D
- Procreate
- Procreate Dreams

PRESS & EXHIBITION

- SVA Thesis Gallery - SVA Chelsea Gallery, 2024
- Local Stories - Voyage LA, Nov 20 2023

WORK EXPERIENCE

- National Taiwan Normal University,  
Office of Administrative Affairs  
  
Nov 2021 - Jul 2022  
  
Project Planner - Taipei City, Taiwan  
  
Designed visual aids for event logos, project briefing for centennial events.  
Coordinated timelines, resources, and budgets to ensure seamless execution of initiatives.  
Utilized strategic planning and scheduling techniques to optimize project workflows.
- WebTVAsia  
  
Apr 2019 - Oct 2021  
  
Integrated Marketing Specialist - Taipei City, Taiwan  
  
Designed video banners and promoted videos on social plaforms for Youtubers.  
Increased social media engagement through the implementationof visualv graphics.  
Developed and executed campaigns across multiple channels to drive brand engagement.
- BV Public Relations  
  
Apr 2018 - Oct 2018  
  
Public Relations Intern - Taipei City, Taiwan  
  
Supported team in developing promotional materials to enhance brand visibility.  
Assisted in coordinating media outreach efforts  
Managed social platforms to reach target audiences.  
Designed visual presentations, infographics, and visual aids to communicate key messages.
- National Taiwan Normal University,  
Graphic Arts and Communications, ATA Lab  
  
Sep 2017 - Jun 2018  
  
Motion Design Teaching Assistant - Taipei City, Taiwan  
  
Designed course schedule and asissted teaching the“Visual Effects and Motion Graphics Course”and “The Base Practice of Animation Course”.  
Demonstrated proficiency in motion graphics software.  
Skilled in creating dynamic animations, trasitions, and VFX to enhance storytelling.
- Feibao English Learning Institution  
  
Jan 2014 - Jun 2016  
  
Freelance Designer - Hsinchu City, Taiwan  
  
Managed a wide range of graphic design projects, including branding and digital assets.  
Executed concepts into polished designs with a focus on typography, color theory, and layout composition.  
Identified design challenges and proposed creative solutions to meet client objectives.