William Rich

Content Producer

Summary

Experienced Content Producer with a strong background in visual design and a demonstrated history of creating high-quality video, animation, and digital content. Skilled in motion graphics, video production, and video editing, with a passion for producing engaging and effective content that resonates with audiences.

Successfully led staff and customer education initiatives at Cin7 by independently producing over 300 videos and 70 education courses.

Collaborated with stakeholders and education specialists at Xero to create consistent and visually stunning customer-facing digital education content across various formats.

Experience

Content Producer   June 2021 - Present, Auckland, NZ
Xero
- Producing animated videos (storyboarding, visual development, asset creation, animation, music, sound design), and animated motion graphics templates.
- Assisting with the production (audio recording, screen capture, filming), and post-production (editing & motion graphics) of educational videos.
- Assisting with the build-out, testing and maintenance of eLearning content.
- Creating graphics, slides, artwork and illustrations for use in digital education projects.
- Building and maintaining relationships with project stakeholders globally.

Digital Designer   October 2019 - June 2021, Auckland, NZ
Cin 7
- Scripted, recorded, edited, and maintained the video content for the learning management system.
- Developed learning plans, courses, and curriculums that were designed for different learning styles.
- Worked together with the product teams to identify and address gaps in product knowledge through new learning content.
- Utilised a data-driven approach to decide upon new learning content.

Technical Support Specialist   April 2019 - October 2019, Auckland, NZ
Cin 7
- Provided advanced technical support which involved investigating, reproducing and resolving client software and hardware issues.
- Assisted with the training and onboarding of new support team members.

Education

Bachelor of Science in Computer Science
The University of Auckland, New Zealand, November 2018

Bachelor of Commerce in Information Systems
The University of Auckland, New Zealand, November 2018

Exchange Programme
Terry College of Business, The University of Georgia, Athens, Georgia, May 2018

Animation Bootcamp
School of Motion, Online, June 2022

Advanced Motion Methods
School of Motion, Online, TBC

Skills and Tools

Video Scripting/Recording/Editing	2D Motion Design	Adobe After Effects	HTML
UI / UX Animation	Logo Animation	Adobe Illustrator	CSS
Storyboarding	Short-form Social Media	Adobe Premiere Pro	Python
Web Design	Sound Design/Mixing	Adobe Photoshop	Figma