

HAIDEN PARK

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Portfolio: www.haidenpark.com

MOTION GRAPHICS DESIGNER | VIDEO EDITOR

Creative Motion Graphics Designer and Video Editor with 10+ years of experience creating high-impact motion graphics branded content, and social-first videos for agencies, Fortune 500 brands, and public organizations. Experienced leading projects from concept to final delivery, producing campaigns viewed by 15M+ audiences across YouTube, Instagram, TikTok, broadcast, and digital platforms. Passionate about visual storytelling, cinematic editing, and creating content that drives audience engagement.

WORK EXPERIENCE

Croud

Motion Graphics Designer/Video Editor (Fulltime Freelance)

May 2025 - Present

- Design and animate 2D/3D motion graphics for branded marketing campaigns and digital content.
- Edit promotional and social media videos optimized for YouTube, Instagram, TikTok, and web platforms.
- Collaborate with creative teams to deliver high-quality content under fast-paced production schedules.

XVP Studios

Motion Graphics Designer/Video Editor (Fulltime Freelance)

October 2024 - April 2025

- Produced motion graphics and edited branded video campaigns for multiple national and international clients.
- Created engaging visual assets supporting digital marketing and audience engagement initiatives.
- Managed multiple client projects while consistently meeting production deadlines.

Zoomad LLC

Motion Graphics Designer/Video Editor/Producer

April 2023 - October 2024

- Led a cross-functional creative team of five designers and editors across motion graphics, branded content, and social campaigns.
- Produced and edited social-first campaigns generating 5M+ combined views across YouTube, Instagram, and TikTok.
- Directed interviews, product shoots, and post-production while improving creative workflows and production quality.
- Collaborated with marketing and production teams to deliver engaging, high-performing digital content.

Dentsu Creative

Motion Graphics Designer

March 2022 - April 2023

- Created motion graphics and video campaigns generating 10M+ views across digital and social platforms.
- Designed creative for nationally recognized brands including Burger King, Land Rover, Shiseido, and Nexium.
- Partnered with Art Directors and creative teams from concept through final delivery, producing storyboards, animations, and campaign assets.

Metropolitan Transportation Authority (MTA)

Digital Content Producer/Motion Graphics Designer

January 2017 - March 2022

- Produced motion graphics, animation, and digital content viewed daily by millions of New York commuters.
- Led creative production for the COVID-19 Safe Travels Campaign, including the campaign's signature "Yellow Mask Man" character.
- Produced and animated the Cold Weather Plan Explainer Video, transforming complex information into engaging visual storytelling.
- Collaborated with designers, producers, and marketing teams to deliver broadcast and digital campaigns

Hoyoung Tech

Motion Graphics Designer

January 2014 - January 2017

- Led creative production for branded marketing campaigns, motion graphics, and digital video content.
- Managed project schedules and collaborated across marketing and design teams to deliver high-quality creative assets.

SELECTED CLIENTS & CAMPAIGNS

- Burger King — "\$6 Your Way Meal" Campaign
- Land Rover — Destination Defender
- Nexium 24HR — National Digital Campaign
- Shiseido — Ultimate Sun Protector Lotion Campaign
- MTA — COVID-19 Safe Travels Campaign
- MTA — Cold Weather Plan Animated Explainer
- Produced creative campaigns reaching 15+ million combined viewers across digital and social media platforms.

TECHNICAL SKILLS

Motion Design

- Adobe After Effects
- Cinema 4D
- 2D & 3D Animation
- Kinetic Typography
- Motion Graphics
- Storyboarding

Video Editing

- Adobe Premiere Pro
- Final Cut Pro
- Avid Media Composer
- Color Correction
- Short-form & Long-form Editing
- Social Media Editing
- YouTube Production

Creative

- Visual Storytelling
- Brand Campaign Development
- Creative Direction
- Digital Content Production
- Social Media Content Strategy
- Cross-functional Collaboration

EDUCATION

Rochester Institute of Technology

- Master of Fine Arts (MFA)
Visual Communication Design / Computer Graphics
- Bachelor of Fine Arts (BFA)
Industrial Design