



Professional Summary

Innovative motion graphics designer and creative director with over 20 years of experience crafting dynamic visual content for advertising, film, and television. Adept at blending design, animation, and storytelling to create compelling brand experiences. Proven track record of collaborating with agencies, directors, and clients to deliver high-end, impactful motion graphics and visual solutions. Skilled in leading creative teams, managing projects, and driving the vision from concept to execution, ensuring the delivery of cohesive and exceptional work. Seeking to bring creative expertise and leadership to a forward-thinking company or project.

Skills

- Creative Leadership & Project Management
- Creative Direction & Art Direction
- Motion Graphics Design & Animation (2D/3D)
- Visual Effects (VFX)
- Branding & Identity Design
- Video Editing & Compositing
- Storyboarding & Concept Development
- Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Cinema 4D
- Languages: Proficient in English and Greek

Education

Bachelor of Fine Arts

SVA School of Visual Arts, New York (2004)

Certificate in Graphic Design

Pratt Institute, Brooklyn (2002)

Portfolio

tasotheo.com

[Linkedin](#)

[Vimeo](#)

Professional Experience

MCS/Merck - Motion Graphics Artist - Freelance - (02/2020 - Present)

- Designed and animated motion graphics for internal agency initiatives and pharma brand portfolios, contributing to key client campaigns and internal communications.

Carousel Collective NYC - Creative Director / Senior Motion Graphics Designer - (06/2015 - Present)

- Led creative teams in developing motion graphics for high-profile advertising campaigns, TV shows, digital platforms, and social media content.
- Supervised visual effects and design on production shoots, ensuring seamless integration of CGI, motion graphics, and practical elements to enhance final visuals.
- Streamlined production workflows, reducing project delivery times by 20% and improving interdepartmental collaboration.
- Produced visually compelling animations using After Effects and Cinema 4D, driving measurable increases in viewer retention, customer conversion rates, and social media engagement.
- Collaborated with marketing teams to test ad creative variations, leveraging data insights to optimize design elements for maximum impact.
- Directed and mentored junior designers and animators, ensuring high-quality, on-brand creative output across multiple projects.

Madhouse INC - Creative Director & Motion Designer - (05/2005 - 02/2015)

- Led the design and execution of motion graphics projects for a range of clients, ensuring alignment with creative briefs and brand identity.
- Oversaw the entire design process from concept development, storyboarding and animation to final delivery.
- Worked closely with agencies and production teams to deliver on-time, high-quality animations that exceeded client expectations.