

SHIRLEY HSIA

Mobile: (626) 215-3580 Email: sshsia503@gmail.com Website: <https://www.503creation.com>

PROFESSIONAL EXPERIENCE:

Designer II / Motion Graphics Designer (Freelance)

Yahoo Sports, San Francisco, CA | June 2024 – PRESENT

- Designed innovative graphics for original online content including full show packages and sponsorship deliverables (show opens, lower thirds, snipes/bumpers, promo/trailers)
- Created flexible templates in After Effects, Premiere, Photoshop, Illustrator for production team
- Partnered with visual designers in supporting UI/UX and animation contents
- Collaborated with social media team to create dynamic short form videos and animations across all the digital platforms

Art Director

Pac-12 Networks, San Ramon, CA | April 2020 – May 2024

- Directed marketing and broadcast graphics initiatives, implementing innovative concepts
- Designed premier 3D/2D graphics for show packages, UI/UX content, and promotional assets
- Mentored motion designers, enhancing their design skills and process understanding
- Optimized workflow to ensure timely, high-quality asset delivery
- Actively contributed to brainstorming sessions for shows, campaigns, and marketing initiatives

Senior Lead Motion Graphics Designer / Animator

CBS Interactive, Burbank, CA | January 2014 – April 2020

- Art directed campaigns, branding, sizzle reels, and VR experiences
- Led UI/UX design efforts for seamless user experiences across promotions
- Fostered cross-departmental collaborations for comprehensive project outcomes
- Created and animated motion graphics for CBS All Access across various platforms
- Spearheaded promotions on major platforms (Roku, Amazon, Apple, Facebook)
- Executed 3D modeling, texturing, animation, rendering, and compositing for diverse projects

Motion Graphics Designer / Animator

NBC Universal Inc., Universal City, CA | July 2012 – January 2014

- Produced 3D/2D animations and graphics for a wide range of projects
- Art directed productions in collaboration with senior executives and Creative Directors
- Supported campaigns and promos for NBC brands and affiliates
- Developed efficient templates for presentation and production processes

Motion Graphics Designer / Animator

MFACTOR Inc., Venice, CA | November 2006 – July 2012

- Conceptualized and animated promotional packages for major networks (Fox, NBC, ESPN)
- Designed 2D/3D components including modeling, texturing, and rendering
- Collaborated closely with directors, producers, and external vendors

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Senior Promo Video Editor

TVBUSA Inc., Norwalk, CA | January 2004 - November 2006

- Designed and edited compelling video trailers and promos with motion graphics
- Developed creative slogans and promotional concepts in collaboration with multiple teams

EDUCATION:

University of California, Irvine

B.A., Studio Art

SKILLS:

Adobe After Effects, Photoshop, Illustrator, Premiere, Cinema 4D, Redshift, Sketch, Figma, SynthEyes, Mettler Skybox 360, Final Cut Pro, Avid Composer, Microsoft Office, Google Web Tools, Chyron

AWARDS & RECOGNITIONS:

- Multiple PROMAXBDA awards (Gold, Silver, Bronze) in various categories (2010-2023)
- Telly Gold, Silver, and Bronze Awards in various categories (2014-2023)
- Synopsis Sports Media Award (2023)

LANGUAGES:

Fluent in English and Mandarin. Conversational in Cantonese and Taiwanese.

CITIZENSHIP STATUS:

U.S. Citizen