

ZACHARY BRADEN

EDUCATION

2015-2019
University of
Southern California
BFA - Cinema and Media Studies
Minor - Business Administration

PROFESSIONAL SKILLS

Design
Video Editing
AI Implementation
Photo/Editing
Motion Graphics
UI/UX Design
Web 3

PROFESSIONAL TOOLS

Adobe Creative Cloud, After
Effects, Figma, Cinema
4D, Blender, Procreate,
Anthropic AI Suite

WORK EXPERIENCE

NBC Universal - Peacock Sept 2021 - Current

Senior Product & Motion Designer

- Lead AI-driven design initiatives, including image generation, icon generation, and code-to-design workflows, partnering across design, product, and engineering to drive innovation and adoption.
- Own and evolve the organization's motion design system, establishing scalable standards and best practices that ensure consistency across digital products.
- Design and prototype motion experiences that enhance usability, communicate complex interactions, and align with brand and UX guidelines.
- Produced motion templates and sizzle reels for high-stakes events.
- Champion motion and AI best practices, promoting accessibility, quality, and innovation across teams and products.

Airtime (Cantina) September 2021 - May 2022

Brand Designer and Animator

- Designed a new on-brand visual identity system to effectively convey concepts and company messaging.
- Created presentations for various partners and stakeholders.
- Conceptualized and created motion graphics, splash experiences, transitions for video advertisements, social media posts, concert screens, and more.
- Assisted other team members with community development as well as user acquisition.

DuMont Project December 2019 - June 2021

Designer and Animator

- Responsible for understanding the needs of clients while maintaining a consistent style across a team of designers.
- Prepared and produced proposals and presentations for a variety of complex ideas and presentations.
- Researched and created competitive matrices to ensure design trends.
- Created landing pages, in-app modules, and lottie animations for a variety of campaigns.
- Worked with clients such as AARP, Dr. Scholls, and Crest.

Leadr Inc. August 2019 - July 2021

Designer and Co-Founder

- Operated within a small team to create a product from conception using programs such as Sketch and Figma.
- Oversaw hiring operations for both designers and software engineers.
- Created a variety of ad campaigns, pitch decks, and UI/UX instances.
- Developed a strong company culture within a start-up environment that led to raising several seed rounds of funding.

ABOUT ME

Aside from designing and animating, I love spending time outdoors, especially hiking, climbing, and exploring new places. I'm also a big foodie and enjoy trying new restaurants and cuisines whenever I can. Musically, I listen to a mix of classic rock, folk, and rap, and I have a soft spot for quirky inventions and ambitious ideas. I probably spend too much time browsing Kickstarter and following emerging tech and creative projects.

In my free time, I enjoy writing movies and articles, building apps, and working on creative side projects. Looking ahead, my long-term goal is to run my own design and film studio. Much later in life, when I am an old man, I would love to teach as a college professor and share what I've learned with the next generation of creatives. If there's anything else you'd like to know, feel free to reach out!

www.zacharybraden.com
linkedin.com/in/zacharybraden
zacharybraden27@gmail.com
(970) 692-1318
Website Password - **peacock2026**

