

**Project Type:** Internal communications + Help Center explainer systems

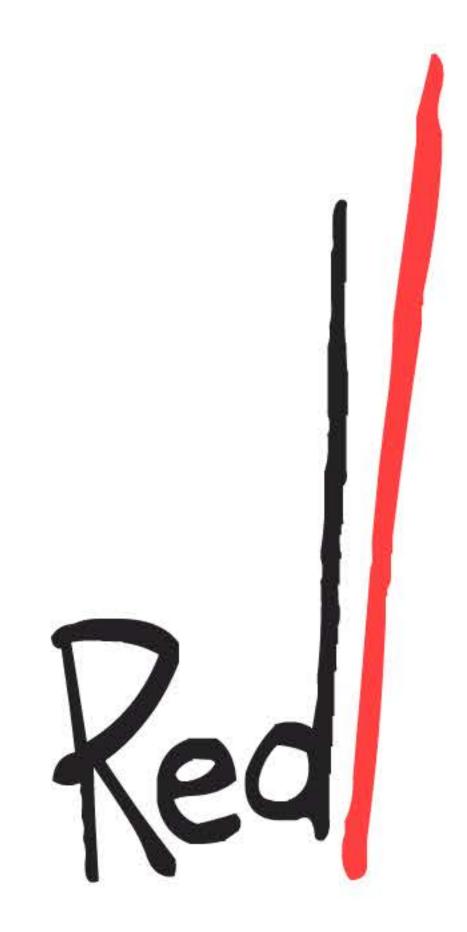
# Context/ Challenge:

- Audible needed clear, scalable visual systems for customer self-service and internal communications.
- Complex information (policies, troubleshooting, executive updates) had to be simplified for broad audiences.
- My work spanned customer-facing explainers, Help Center systems, and internal communications, each requiring clarity and empathy.

### My Role:

- Senior Motion Designer
  & Video Content Producer
- Led design and production of explainer videos, Help Center visuals, and executive presentation polish.

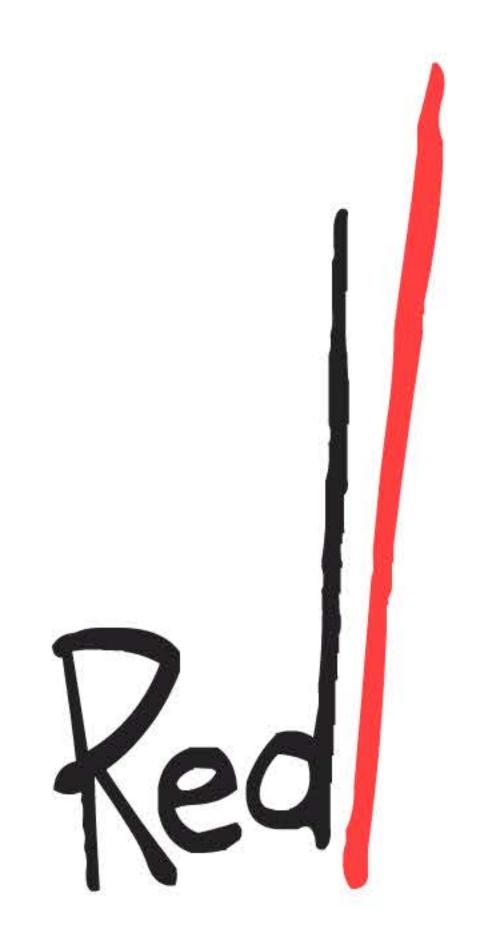




#### Results:

- Simplified customer journeys by clarifying how to use Audible Credits and return audiobooks.
- Supported international markets with localized Help Center animations, ensuring brand consistency across seven regions.
- Enhanced employee engagement through internal comms videos, making career journeys and wellbeing initiatives relatable.
- Delivered empathetic customer-facing content during COVID, helping families access free children's stories.







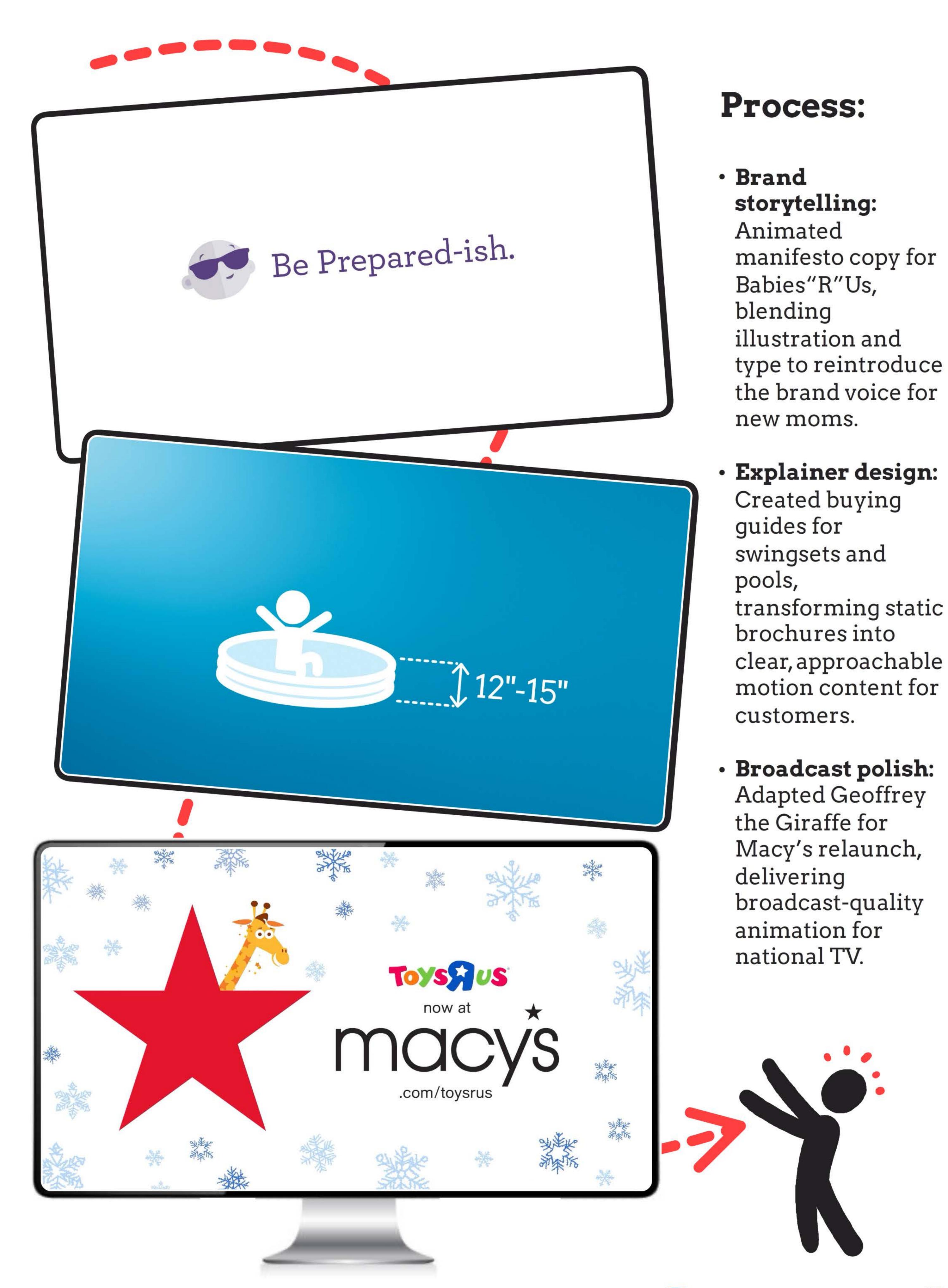
**Project Type:** Customer education + brand storytelling

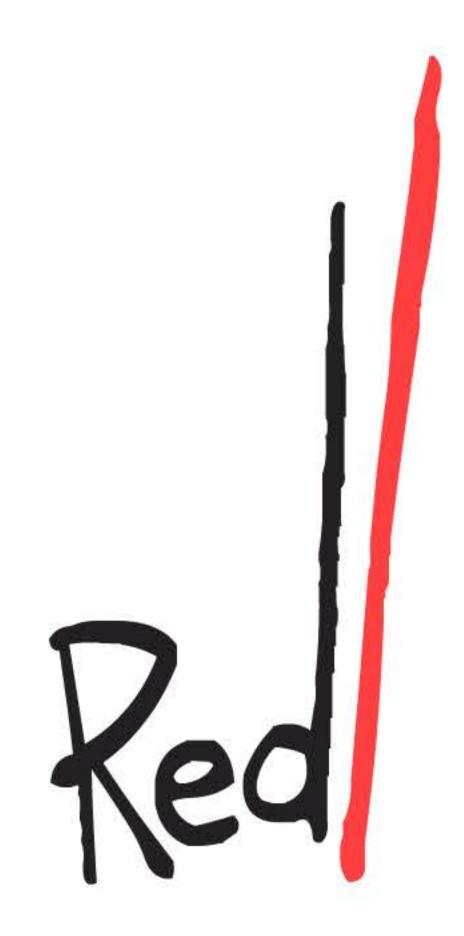
# Context/ Challenge:

- Toys"R"Us and Babies"R"Us needed engaging motion content to educate customers and reintroduce brand identity.
- Challenges included explaining complex product choices (swingsets, pools), refreshing brand voice for new moms, and relaunching Geoffrey through Macy's.
- My work spanned customer-facing explainers, brand manifesto storytelling, and broadcast advertising, each requiring clarity and creativity.

### My Role:

- Senior Motion Designer & Video Content Producer
- Led design and production of explainer videos, brand manifesto animations, and broadcast commercial polish.
- Collaborated with art directors to bring copy-heavy campaigns and mascot relaunches to life through motion.





#### Results:

- Reintroduced Babies"R"Us brand with clever manifesto animation, resonating with new moms through relatable storytelling.
- Simplified product education by turning complex buying decisions (swingsets, pools) into clear, engaging explainer videos.
- Elevated brand presence with Geoffrey's Macy's relaunch, delivering broadcast-quality animation that re-established Toys"R"Us in the national spotlight.

