

Red

audible 

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.





Process:

- **Modular visual systems:**
Built reusable templates for Help Center flows, ensuring consistency across topics.
- **Explainer storytelling:**
Translated technical content into approachable, animated explainers with levity and clarity.
- **Executive polish:**
Enhanced leadership presentations with motion graphics, maintaining professional hierarchy and visual clarity.



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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.



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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.





Be Prepared-ish.



12"-15"

Process:

- **Brand storytelling:**
Animated manifesto copy for Babies"R"Us, blending illustration and type to reintroduce the brand voice for new moms.
- **Explainer design:**
Created buying guides for swingsets and pools, transforming static brochures into clear, approachable motion content for customers.
- **Broadcast polish:**
Adapted Geoffrey the Giraffe for Macy's relaunch, delivering broadcast-quality animation for national TV.



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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.

