

Chandler Chappell

Senior Motion Designer, Creative Director

I design how products communicate. Over the past eight years I've created motion systems, UI animation, product education, launch campaigns, and interactive experiences that make complex products easier to understand. My background spans motion design, UX collaboration, front-end development, and scalable creative systems, allowing me to connect design thinking with production-ready implementation.

EXPERIENCE

Uscreen®

Senior Motion Designer & Video Editor, Sept. 2023 – Jun. 2026

Designed scalable motion systems, UI animations, and product education experiences that improved how customers understood and adopted a SaaS platform serving more than 12,000 creator businesses across 95 countries. Partnered with Product Design, UX, Engineering, Marketing, and Brand to communicate complex workflows through motion, interface animation, product demonstrations, launch campaigns, and customer education. Built reusable animation systems using Adobe After Effects expressions and scripting while improving production workflows, establishing motion language, and maintaining consistency across web, product marketing, and digital experiences.

ISI® Elite Training, Franchise

Creative Director, Nov. 2018 – Nov. 2022

Led creative direction across motion design, digital products, branding, and web experiences during a period of growth from startup to more than 60 franchise locations. Designed scalable creative systems, interactive websites, marketing campaigns, product launches, and reusable design assets while collaborating with leadership, marketing, and development teams. Established production workflows and component-based creative systems that improved efficiency, consistency, and long-term scalability across the organization.

Elevation Church

Motion Designer & Video Editor, Sept. 2017 – Jan. 2018

Produced motion graphics, promotional videos, and digital media supporting live productions, marketing initiatives, and online experiences. Collaborated with multidisciplinary creative teams to deliver engaging visual content while maintaining quality across fast-paced production schedules.

The University of NC at Greensboro Athletics

Video Production Assistant, 2015 – 2017

Produced promotional video content while supporting NCAA Division I live broadcasts, ESPN productions, and game-day media operations. Collaborated across directing, replay, camera operation, and post-production, building a strong foundation in live production, storytelling, and collaborative creative workflows.

EDUCATION

The University of North Carolina at Greensboro

2013 – 2017

Bachelor's Degree, Sports Medicine
Minor in New Media and Design
Division I Athlete – Men's Soccer

SKILLS

Product Motion Design
Video Production
Motion Systems
Interaction Design & Animation
Art Direction
Cross-functional Leadership
Product Communication
Production Workflow & Automation

DESIGN TOOLS

Adobe After Effects
Adobe Premiere Pro
Figma Design & Motion
Expressions
ExtendScript (JSX)
Codex
Claude Design
ElevenLabs
Lottie
Cavalry

References available upon request.

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