

Pablo Etchebest

SENIOR MOTION DESIGNER & VIDEO EDITOR | BRAND & GRAPHIC DESIGN

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SUMMARY

Senior motion designer and video editor with 15+ years of experience in digital design and visual communication. I work where motion meets storytelling, creating animations and edited content that explain ideas clearly, from explainer videos to brand and social media content. I adapt quickly to new industries, tools and teams.

SKILLS

Motion & Video: motion graphics, video editing, explainer videos, show bumpers, social media content

Brand & Graphic Design: brand identity, key visuals, marketing design, presentations, design systems

Digital Design: UX/UI design, dashboard design, web and mobile applications, website design

Tools: After Effects, Cinema 4D, Illustrator, Photoshop, Figma, AI design workflows (Claude)

PROFESSIONAL EXPERIENCE

Senior UX Designer (Motion & Video), Fulcrum Digital Inc | Remote | Feb 2021 - Present

- Motion graphics and video editing: corporate videos, explainers, case studies, trend content
- Brand design across web, social media, presentations and marketing collateral
- Interface design for digital products and business intelligence dashboards

Art Director, Doblege Agency | Argentina | Dec 2015 - Jan 2021

- Developed identity and key visuals for Disney XD and National Geographic Kids across Latin America
- Designed marketing assets for presentations and press events

Brand Design Lead, FWTV (freelance) | Buenos Aires | Oct 2016 - Dec 2018

- Animated show bumpers and social media content with the video editing team
- Led brand design for a web and mobile streaming platform, working daily with the development team

Earlier Experience | Buenos Aires | 2010 - 2014

Web Designer & Motion Graphics, Creactive Hub (formerly Kamchatka): animated video presentations and case studies; Digital Designer / Art Director, IMC: 360 launch campaigns. Clients: Claro, Whiskas, BlackBerry, Unilever, Microsoft, Pirelli, Monster Energy.

EDUCATION

FADU, Universidad de Buenos Aires | Graphic Design | 2005 - 2009 (not completed)

Additional training: After Effects & Motion Graphics, Cinema 4D & 3D Animation (Da Vinci Escuela); Art Direction & Animation Concept Design (Animaclick)

CERTIFICATIONS

Google UX Design Professional | Generative AI Fundamentals

LANGUAGES

Spanish (native), English (advanced)