Asantewaa Hooks

Atlanta, GA 30339 - (704) 712-9620 - amawaa124@gmail.com
Portfolio Link

Creative and detail-oriented designer and animator with 5+ years of experience crafting dynamic visual content for various digital platforms. Key skills include:

Motion Design - Animation - Content Production - Video Editing
3D Design - Print Design - VFX - Adobe Creative Suite

WORK EXPERIENCE

Junior Content Creator - Fitzco, Atlanta GA *01/2023 - present*

- Instrumental in crafting compelling content for prominent clients, including Checker's, French's, Welch's, and Hilton.
- Utilize motion graphics, animations, and basic video editing to enhance brand storytelling and drive user engagement for both social and commercial spots.
- Collaborate closely with copywriters, designers, and marketing strategists to ensure content aligns with brand objectives and resonates with target audiences.

Design Intern - Schafer Condon Carter, Chicago IL *06/2022 - 09/2022*

- Cultivated and presented marketing materials for clients such as SOLO, Eggo Waffles, MorningStar Farms, and Chamberlain.
- Collaborated with a team of designers, copywriters, and fellow interns to develop design solutions.
- Assisted in the creation of design elements like billboards, banners, shelf wobblers, emails, and social media content (image and video).

Hidden Beach Recordings - Freelance Motion Designer/Video Art Director, Beverly Hills CA *05/2020 - 03/2021*

- Produced motion graphic visuals for various artists, including Jill Scott and Jasmine Sullivan, to promote important messages and generate traffic using Adobe After Effects.
- Conceptualized and art-directed visuals using detailed storyboards.
- Notable work includes "Too Many Lost" lyric video by Gene Noble, currently accumulating over 180,000 views.

Marketing and Communications Intern - Ventureprise, Charlotte, NC *07/2019 - 06/2020*

- Constructed digital and print designs like flyers, brochures, and info sheets to promote and inform about entrepreneurship programs using the Adobe Creative Suite and Canva.
- Boosted social media presence by creating engaging content to attract potential participants including students and members of the community.
- Updated website graphics and coding on a bi-weekly basis to ensure usability.

EDUCATION

Bachelor of Fine Arts in Graphic Design - University of North Carolina at Charlotte, Charlotte NC *2016 - 2021*