

Pere Isenah

Motion Designer & Narrative Editor
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Professional Profile

Specialized Motion Designer and Narrative Editor with a background in Frontend Development. I engineer the connection between complex tech platforms and human-centric narratives. Proven track record of transforming static product features into high-fidelity visual movements that drive user adoption and measurable brand resonance.

Core Competencies

- **Motion Design:** UI Animation, Kinetic Typography, Lottie/Web Animation, Visual Identity Systems.
- **Post-Production:** Narrative Editing, Sound Architecture, Color Grading (Log), AI Voice Engineering.
- **Technical Stack:** After Effects, Premiere Pro, Figma, JavaScript/React, Adobe Creative Suite.

Professional Experience

Motion Designer & Post-Production Lead

CareerEx

2024 – 2026

- **Narrative Architecture:** Engineered story-driven video ads (e.g., the “John” series) that transformed complex product features into relatable user journeys, increasing platform trust.
- **Dynamic UI Motion:** Developed custom-animated dashboard simulations using Frontend Logic to ensure pixel-perfect accuracy and realistic easing for all in-video UI elements.
- **Sonic Engineering:** Spearheaded layered sound architecture and AI-driven voice engineering to create immersive digital environments, optimizing user focus and emotional engagement.
- **Performance Strategy:** Collaborated with marketing teams to produce A/B testable motion creatives, contributing to a measurable reduction in Cost Per Acquisition (CPA).

Visual Identity & Creative Lead

Elite Path

2022 – 2024

- **Brand Systems:** Orchestrated the end-to-end visual direction for major campaigns, developing scalable design systems that ensured cohesive storytelling across digital touchpoints.
- **Content Synthesis:** Developed a unified brand voice by authoring high-conversion social scripts and ad copy, reducing production overhead and accelerating creative workflows.
- **Workflow Efficiency:** Streamlined design pipelines by building libraries of high-fidelity reusable templates, improving creative turnaround time by 30%.

Education

BSc, Office and Information Management

Rivers State University

2018