

Ginelle Joseph

Motion Designer

Hello. Hallo. Moin

With over seven years of experience adapting visual content across European markets, I combine animation, strong visual instincts, and strategic marketing insight to create digital campaigns that move, engage, and get noticed. I lead motion projects from concept to delivery, helping teams strengthen brand consistency, increase engagement, and turn complex ideas into clear, compelling visual stories.

Career Overview

Present **Yara International**
2022 **Marketing & Motion Designer**

Owned the motion design direction for YaraPlus®, Yara's digital platform, developing its visual language and creating scalable video content for Meta, LinkedIn, and YouTube across multiple European markets.

Built a consistent motion system and adaptable creative assets that supported the successful launch and localisation of YaraPlus® across Europe.

2021 **HSP Handels Software Partner GmbH**
2020 **Motion Designer & Video Editor**

Led motion design for the marketing team, transforming complex tax software and technical topics into clear, engaging visual stories for LinkedIn and YouTube.

Helped communicate product value clearly and drive sales conversion.

2019 **Wharton School of Business**
2016 **Video Editor**

Worked as an in-house Freelancer, supporting video shoots and shaping footage into engaging YouTube content for prospective and incoming students. Collaborated with professors to create clear, compelling video content that supported student recruitment and engagement.

Education

2015 **The University of the Arts**
2013 Philadelphia PA, USA
Bachelor's of Fine Arts, Major in Animation

2012 **Delaware College of Art and Design**
2011 Wilmington DE, USA
Associate's of Fine Arts, Major in Animation

About Me

Address: 22529, Hamburg

DOB: 14.07.1992

Nationality: American

Portfolio

ginellejoseph.com

Pro Skills

Adobe After Effects

Figma

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Adobe Firefly

Soft Skills

Creative Leadership

Stakeholder Management

Visual Storytelling

Project Ownership

Problem Solving

Languages

English: Native

German: B1

References

Upon Request

Get in Touch

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