Chad Steahly
Video Editor & Motion Designer

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Highlights

300+ videos | 4,000,000+ views | 46% YOY growth (2025)

Profile

Visual storyteller, video editor, and motion designer with 16+ years of experience creating platform-specific content for diverse digital audiences. Proven track record managing multi-platform content ecosystems, growing audience engagement through data-informed strategy, and collaborating across creative, marketing, and editorial teams to deliver timely, on-brand content at pace. Also experienced in illustration, photography, and music production.

Experience

Senior Video Editor & Motion Designer, Pearson

Columbus, OH | 2018-Present

Led end-to-end video production and content strategy across YouTube and digital platforms for Pearson's $1.4B education business, collaborating with creative, marketing, and communications teams to produce customer-facing content at scale.

- Oversaw the full production lifecycle — scripting, editing, motion graphics, audio, captioning, and multi-platform distribution — ensuring consistent brand voice and quality across every asset.
- Designed and edited 300+ videos generating 4,000,000+ lifetime views and 1,600+ hours of content viewed per month; drove a 46% YOY increase in viewership in 2025 through platform-specific content strategy and audience analytics.
- Designed title, logo, and brand-motion animations that carry Pearson's new brand standards and visuals across video content during the company's rebrand.
- Produced the promotional video launching Pearson's AI Study Tool, shaped by feedback from a five-student focus group; originally scoped for U.S. customers, it was picked up for the UK market and placed directly inside Pearson products.
- Tested AI voice-generation tools recently adopted by Pearson on tutorial videos, evaluating their strengths and limitations for future productions.
- Established the company's first video accessibility review committee, ensuring all content met ADA compliance standards and reflected inclusive content practices.
- Managed legal clearance for all video content, ensuring copyright and trademark compliance across a high-volume content library.

Video Editor, Pearson
Columbus, OH
2016–2018

Produced and managed all video content for the Customer Experience organization, building the visual identity and editorial systems that shaped how a large, diverse audience experienced the brand.

- Built a scalable motion asset library of 200+ templates, increasing creative team production efficiency by 20% YOY.
- Created and enforced the company's first consistent video design and style guide, establishing brand tone and visual standards across all content.
- Crafted visually compelling, audience-tailored content that balanced creative ambition with editorial clarity and audience expectations.

Visual Content & Communications Strategist, Pearson
Columbus, OH
2012–2016

Pioneered the company's first dedicated video content team, building strategy and production infrastructure from the ground up in close collaboration with senior leadership.

- Increased average percentage viewed (APV) for YouTube content by 37%, reaching a 70% APV.
- Authored the company's first learning-path email campaign, guiding users through product onboarding.
- Produced informational, tutorial, and marketing video content distributed across multiple digital platforms, adapting format and tone to each channel's specific audience.
- Launched a multimedia training program for college users, reducing support contact by 34%.

Digital Video Specialist, Pearson
Columbus, OH
2009–2012

- Produced customer-facing video content supporting a $40M sales segment, balancing creative quality with business objectives and audience needs.

Education

Wright State University
Dayton, OH
Bachelor of Arts in Film, 2006

Certifications

Adobe Certified Professional

- Digital Video (Premiere Pro)
- Visual Effects & Motion Graphics (After Effects)
- Video Design

Selected Projects

Academy Museum of Motion Pictures — Brand Animation

2022 | Creative Director, Motion Designer & Animator, Editor & Mixer, Composer

- Created long-form and short-form logo animations for visual communications and social, including an original piano score written for the project.

JW Marriott Los Angeles — Tourism Photography

2023 | Photographer

- Photographed Hollywood and Los Angeles landmarks for a social media campaign promoting local attractions to hotel guests, after being invited to shoot directly by the brand.

VCRNOT — Album Art & Marketing Imagery

2025 | Art Director, Graphic Designer, Illustrator

- Designed the album cover and promotional imagery for a lo-fi/vaporwave band, delivered in two days.

Original Music — Universe Unknown (LP) & Midnight. Sound. Exile. (EP)

2020 & 2021 | Songwriter, Producer, Performer, Mixer, Graphic Designer

- Wrote, performed, recorded, mixed, and produced a 10-track album and a 4-track EP, including cover design; the album was funded through a Kickstarter campaign and is available on Apple Music, Spotify, Tidal, and all other major music streaming services.

Skills

Video & Motion: Adobe Premiere Pro, After Effects, Final Cut Pro, DaVinci Resolve, Adobe Audition, Logic Pro
Design & Graphics: Adobe Photoshop, Illustrator, InDesign, Lightroom, Figma
Social & Content: YouTube (strategy, analytics, optimization), multi-platform content creation, short-form video, social asset versioning
Workflow & Collaboration: Airtable, Craft, Google Workspace, Microsoft 365, Notion
Production: Scripting, storyboarding, audio mixing, captioning, accessibility compliance, brand style guides
Disciplines: Video editing, motion design, animation, illustration, photography, music production