

# Lydia Leiwang

Motion + Visual Designer

thunderking-burger.com

lydialwts@outlook.com

+1 412-933-9689

San Mateo, CA, USA

## \* EXPERIENCE

### Freelance Visual Designer | Robot Gyms Inc

Nov 2024 - Now | CA, United States

- Collaborated with the founders and creative teams to redefine the brand's design language.
- Designed product packaging and 3D renderings.
- Developed the product website, handling UX animations and prototype design.

### Motion Designer (Contractor) | MAKE Visuals

Nov 2023 - Apr 2024 | Remote, GA, USA

- Produced high-quality TV ad animations for the Tabasco brand to enhance brand engagement.
- Collaborated with an 8-person team to optimize workflows and improve project efficiency.
- Managed 2D hand-drawn animations and post-production compositing.

### Motion Designer | CBS Sports & SCADpro

Sep 2023 - Nov 2023 | GA, USA

- Designed real-time augmented reality (AR) graphics for Super Bowl 2024 pre-game show.
- Led storyboard creation and motion test development from Cinema4D to Unreal 5 Engine.

### Motion Graphics Designer/Animator Intern | Wisk Aero

June 2023 - August 2023 | CA, USA

- Created a brand animation package for the company's FAQ video series, increasing viewer comprehension by 20%.
- Assisted the creative team in developing unified brand guidelines and assets.

### Multimedia Designer | Natixis APAC

May 2018 - July 2021 | Hong Kong

- Produced over 50 explanatory and infographic videos, boosting customer engagement.
- Worked with cross-functional team to optimized workflows, reduced production time by 15%.
- Designed digital and print materials for corporate marketing campaigns.
- Enhanced the company website's user experience by revamping UX animations.
- Designed booklet and other promotion materials

## \* PASSION PROJECTS

### Motion Designer | Documentary Film "Failure to Fail"

Sep 2023 - Jun 2024 | GA, USA

- Designed explanatory animations and infographics to visually interpret complex concepts such as U.S. education regulations and non-linear grading systems.
- Combined magazine collage styles with on-location photography to enrich the narrative.
- The film received multiple honors, including the **Best Student Documentary Short** award and the **Katie Spikes Legacy Scholarship**.

### Composer | Animated Short "Have You Eaten"

Sep 2023 - Dec 2023 | GA, USA

- Seamlessly integrated animated sequences, aligning lighting and shadows FOR visual consistency.
- The film earned several awards, including Best Animation at the **Charlotte Film Festival** and the **Southeastern Emmy Awards**.

## \* SKILLS

### Motion Graphics & Animation

- Adobe Creative Cloud
- Cinema 4D
- Blender
- Redshift
- Final Cut Pro

### Visual Design & Typography

- Figma
- Color Theory
- Mockups
- Dynamic Typography

### UX Motion & Prototype Design

- Lottie
- Rive

## \* RECOGNITION

### Telly Awards (2024)

General Category, Bronze

### College Television Awards (2024)

Commercial, PSA or Promo, Nominee

### Applied Arts Award (2024)

Video Advertising, Nominee

### CLIO Award (2024)

Student Branded Entertainment, Nominee

Project exhibited at:

**ArtStryngs Gallery May Special (2024)**

**Meyer Nature Science Museum (2023)**

**ADAF Athens Digital Arts Festival (2019)**

**Paris International Animation**

**Film Festival (2019)**

**Animax (2019)**

## \* EDUCATION

### Savannah College of Arts and Design

MFA Motion Media Design

2022 - 2024 | Savannah, GA, United States

### City University of Hong Kong

BA Creative Media

2014 - 2018 | Hong Kong