

GINA LEE

Motion Graphics Designer & Illustrator

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New York, NY

EXPERIENCE

Vimeo, Firstborn, Thrive Global, Uplift, Redesign Health, Imagination USA, Freelance Animator, Graphics Designer, Illustrator

04/2019 - Ongoing New York

Reddit

Motion Graphics Designer, Illustrator

01/2021 - Ongoing New York

Reddit is a network of communities where people can dive into their interests, hobbies and passions.

- Participated in all facets of motion graphics projects completion from start to finish
- Created multiple motion prototypes for maximum performance
- Developed and created items for Snoo avatars with art director and senior illustrator

Care/of

Animator, Graphic Designer

11/2018 - Ongoing New York

Care/of is a fast-growing wellness startup which provides people to shop personalized vitamins easily.

- Worked with all wider creative and marketing teams to deliver integrated work on social media
- Produced and edited advertisement videos of various sizes
- Animated the product launch videos for the new Skin + Hair collection

Nutrafol

Motion Graphics Designer

02/2019 - 06/2019 New York

Nutrafol is a hair wellness company that provides personalized, natural solutions for healthy hair growth.

- Animated the first brand-launching videos which went out to live billboards in NY subway stations
- Designed and animated +50 videos for social ads

Brand New School

2D Animator

11/2018 - 01/2019 New York

Brand New School is a creative design and production studio specializing in commercials, interactive media and design.

- Created an interactive video for the ride in Google playground booth at CES 2019
- Collaborated with art director, production designer, and animators to co-create McDonald's ads for Times Square screen
- Developed and edited the announcement videos for United Airline

EDUCATION

School of Visual Arts

BFA Design

09/2015 - 05/2018 New York

Kyunghee University

Bachelor of Fine Arts, Drawing & Painting

03/2009 - 02/2014 Seoul, Korea

SKILLS

• Adobe

After Effects, Premiere, Photoshop, Illustrator, InDesign

• Design

Sketch, Sigma

ACHIEVEMENTS

• The Young Ones Student Awards 2019 - Bronze

• Graphis Competitions (New Talent Annual 2019) - Gold

• SVA Motion Graphics Portfolio Screening 2018, SVA Theatre May 2018