

BRIAN LEE

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MOTION GRAPHICS DESIGNER | LEAD ANIMATOR

With 15 years of cross-functional animation experience, I'm passionate about motion design and the way brands use it to tell their stories, as well as how their consumers engage with them. My strengths lie in my discerning eye for detail and fastidious nature, which translate to creating the best possible animation, delivered on time and above expectations. As a team player, I'm inspired by strategic, collaborative, client-focused creative people, and enjoy sharing my skills with others.

EXPERIENCE

- Headspace** **Lead Animator, Brand and Headspace Studios**
Aug. 2018 - July 2023
 - Lead team creating company-wide animation guidelines, elevating standards and practices
 - Collaborated with Product on in-app motion system, unifying UI/UX motion with branded animation
 - Developed 10+ .mogrt kits for video editors, enhancing quality and efficiency for in-house use
 - Delivered quarterly campaign content on all major social media platforms, broadcast, digital billboards
 - Lead animation for Star Wars partnership, John Legend Superbowl ad, "Dear Headspace" campaign**
 - Animated most successful paid social ad, YouTube series ("Mini Meditations") with 71M+ total views**
- Freelance** **Motion Graphics Designer**
May 2017 - Present
 - Self-employed, remote, end-to-end motion graphics designer and video editor
 - Clients have included: Facebook, Google, IBM, Red Hat, Deloitte, Dave, Ledger, Credible, Mirror
- Capstrat** **Lead Motion Designer**
Jan. 2012 - May 2017
 - Lead in-house motion graphics, videography, photography projects
 - Consulted on video project planning, concepting, animation, post-production and scoping
 - Developed workflow for vector asset development with designers, production file management
 - Enabled high-quality in-house video production and advised on work with outside vendors
- Centerline Digital** **Motion Graphics Designer/Video Editor/Flash Designer**
May 2009 - Jan. 2012
 - 2D/3D animator generalist and editor, focused on organization, workflow

EXPERTISE

Motion Graphics/Animation/Video Editing

- Motion graphics, UI/UX interaction and icon animation
- Motion tracking, compositing, video and audio editing

Workflow, Process, and Guidelines

- Process and workflow across design/UI departments
- Developing best practices for illustrators creating assets for animation
- Establishing animation standards working within brands

Software

- After Effects, Premiere Pro, Photoshop, Figma, Illustrator, Audition
- Previous experience with and interest in Cinema4D
- Google Suite, Jira, Monday.com, Frame.io, Trello
- Comfortable in MacOS and Windows environments

EDUCATION / AWARDS

- North Carolina State University** **BAD, Art and Design + BS, Communication Media Focus — Dual Major**
Jan. 2012 - May 2017
DaVinci Scholar dual major, summa cum laude
- SIGGRAPH Volunteer/Team Leader** **Student Volunteer (2006, 2007), Team Leader (2008, 2009)**