LULU JIANG

New York, NY | 718-514-0340 | jianglujane@gmail.com | http://www.lulujiang.com/

MOTION ART DIRECTOR
(ART DIRECTION, MOTION DESIGN, BRAND IDENTITY)

Emmy-Nominated Multimedia Designer • Expertise in leading **end-to-end** inclusive **design and motion graphics** •Supporting marketing campaigns, digital ads, and out-of-home • Adept at providing art direction and brand identity for various shows and products • Collaborative professional skilled in standardizing streamlined processes and optimizing for the end-users • Open to full- time and freelance opportunities.

AREAS OF EXPERTISE

Art Direction | Graphic Design | Typography | Motion Graphics | Self-Service Template Creation | Presentation
Branding & Identity | Data Visualization | Javascript | User Experience Design | Hand-Drawn Illustration
3D Animation | Editorial Design | Storyboard | Film Directing | Video Editing | Compositing

SOFTWARE SKILLS

Adobe Creative Suite | After Effects | Illustrator | Figma | Cinema 4D | Photoshop | InDesign | Audition | Mocha
| Nuke | MS Office Suite | Procreate | Capcut | Midjourney

PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS)   **2022-2023**
L6 Senior Brand/ Motion Designer
Work cross-functionally with teams across AWS Employer Brand globally, leading and owning end-to-end inclusive design and motion graphics for marketing campaigns, digital ads, out-of-home, and more.
- Established 150+ self-serviced design and motion templates and brand/social guidelines to support in-house creative content, global recruiting team, marketing managers, and external vendors.
- Initiated and standardized streamline processes and optimized for the end customers.
- Developed art direction and motion packages for key initiatives across channels while maintaining a consistent brand identity.
- Doubled the engagement and total impressions across AWS social channels globally.

CNN   **2021-2022**
Art Director
Led a team of animators and freelancers to support the only interactive CNN+ live streaming show *Interview Club*
- Provided art direction and brand identity for various shows on CNN+.
- Built 50+ complex mogrt templates for a 20+ people producer team to support the highly unpredictable live shows and free-up resources.
- Collaborated with the in-house creative, producer, key art, product, and marketing teams.

NBC News   **2018-2021**
Motion Graphic Designer / Art Direction
Help launched 4 digital news initiatives, NBC StayTuned, NBC News Now, Today All Day, NBC Left Fields.
- Established design direction for shows and specials across NBC News, StayTuned, Peacock, The Today Show and more.

NBC Left Field   **2017**
Design Lead
Created the initial brand identity for this new video unit, then developed multiple video series.

Hearst Digital Media   **2016**
Motion Graphic Designer
Designed and animated editorial and social content for multiple brands under Hearst.

Youtube   **2015**
Motion Designer
Developed and executed creative ideas for the Webby award-winning YouTube channel Vsauce.

EDUCATION

Master of Fine Arts (MFA), Computer Arts
Concentration in Motion Graphics
School of Visual Arts, New York, NY

Bachelor of Fine Arts (BFA), Animation
Renmin University of China, Beijing

SELECTED AWARDS

- 2022 News & Documentary Emmy Nomination for Outstanding Hard News Feature Story: Long Form **(2022)**
- Vimeo Staff Pick "Inside the Museum of Failure"; Experimental Forum 2017 Official Selection **(2017)**
- Semifinalist, Adobe Design Achievement Awards **(2016)**

SELECTED CLIENTS

Amazon | AWS | CNN | MSNBC | TODAY | NBC News | Medium | Youtube | Phillip Jeffries |
3M | The Macallan | Volkswagen China | Delish | Elle | Harper's Bazarr | Cosmopolitan |
Marie Clair | Avène | The Bump | Hubspot.