Lulu Jiang

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New York, NY

EXPERIENCE

2022 - PRESENT

Senior Brand/ Motion Designer, AWS Employer Brand
-Work alongside in-house creatives and marketing managers, 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.

2021 - 2022

Art Director for Interview Club, CNN+
-Led a team of animators and freelancers to support the pre-launch and post-launch of *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.

2017 - 2021

Motion Graphic Designer, Art Direction, NBC News Digital (2018 - 2021)
-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.
Design Lead, NBC Left Field (2017)
-Created the initial brand identity for this new video unit, then developed multiple video series.

2016

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

2015

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

EDUCATION

2016

MFA, Computer Arts, School of Visual Arts, New York, NY
Concentration in Motion Graphics

2014

BFA, Animation, Renmin University of China, Beijing

SOFTWARE

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

SKILLS

Art direction, graphic design, typography, motion graphics, self-service template creation, presentation,
branding & Identity, data visualization, JavaScript, stop-motion animation, hand-drawn illustration,
3D animation, editorial design, storyboard, film directing, video editing, and compositing

SELECTED AWARDS

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

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...