



ALEX SMITH

MOTION DESIGNER, ANIMATION DIRECTOR & ILLUSTRATOR

Hi, I'm Alex, I specialise in **creating original 2D & 3D animated** content that makes my clients stand out. I am a natural **problem-solver**, always experimenting to find the best creative solutions. I bring energy, originality, and a deep understanding of how **motion can amplify brand storytelling**.

Portfolio



Software

- After Effects
 - Duik Bassil
 - Joysticks & Sliders
 - Plexus
 - Rubber Hose
 - Java Script expressions
- Cinema 4D
 - Redshift
- Premiere Pro
- Illustrator
- Photoshop
- Adobe CC
- Figma
- Rive

Education

University of East Anglia

MA Film Studies

2018-2019

Grade: Merit

University of East Anglia

BA Film & Television Studies

2015-2018

Grade: 1st

References

References are available upon request.

Experience

Motion Designer

Torpedo Group, Oxfordshire, Oct 2022 - Mar 2025

- I manage multiple projects, from **briefing through to delivery**. This includes managing project timelines, ensuring work is **organized and efficient**, and ensuring assets are delivered on time and to the highest standard.
- Staying **up-to-date with industry, design and branding trends** to feed my passion for finding **design techniques and styles** which I can feed into my work and expand my skill set.
- Using my excellent eye for **design, composition, and typography** to create custom titles, lower thirds, infographics, and transitions.
- Working **collaboratively** alongside copywriters, producers and accounts, to deliver standout animations and designs. Designs are **tailored with an understanding of clients' needs** in social communication, whilst still adhering to their existing **brand guidelines** - maintaining style, tone, and quality based on guidelines.
- Understanding the broad needs across different social platforms and tailoring campaigns and **social content** to perform best for each platform and audience.
- Leading the **art direction for motion content, by briefing and creating style frames and storyboards**, adapting our creative approach depending on the project scale and requirements.
- Create engaging and innovative narratives which **break down complex messages** into digestible content with smart, design-rich, and emotional narratives driven by compelling animation.
- **Mentoring** junior motion designers and providing feedback. Creating **3D animation in Cinema 4D**, rendering in **Redshift**.
- Editing both long and short-form videos within **Premiere Pro** and editing audio in **Audition**.



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Other Experience

Freelance Motion Designer, Animation Director & Illustrator

2020 - Current

Since 2020 I have been broadening my creative skills working on the occasional freelance piece of work. This ranges from B2B motion design projects, through to creative graphic design and illustrative pieces. You can explore some of these on my Instagram.

Find my profile at:
[@studioalexandraink](https://www.instagram.com/studioalexandraink)

Film East Podcast

2020 - 2023

Since joining the award-nominated film programming group 'Film East' in 2020, I have worked with a team of four film enthusiasts to produce, record and edit over twelve podcast episodes. Each episode looked at different films and television shows, discuss the impacts they have on society and their place in the film industry, as well as our personal thoughts and opinions. We are broadcast on BBC Radio Norfolk, as well as Spotify.

Motion Designer

HeeHaw, Edinburgh, Feb 2022 - Sep 2025

- Taking the lead on the post-production process of a collection of **informative and educational videos**, leading the motion design and editing processes.
- Collaborated directly with clients to align visions for the content we were producing.
- Designing **style frames and storyboards**.
- **Illustrating** and designing digital assets and icons.
- **Collaborating with teammates** to create a studio project for distribution across social media platforms. This project has helped showcase the motion design team's individual styles and better advertise new design and animation styles we can offer to clients.
- Participating and contributing to weekly round tables in which designers **research new trends and styles** to present concepts for future projects.
- Collaborated with producers to **create proposals and pitch decks** for presentations to clients.

Senior Research Associate: Producer, Editor & Animator

University of East Anglia, Norwich, Sep 2019 - Dec 2021

I have spent two years working on UEA's Global Research Translation Award. I produced, edited, and created motion designs for nine documentary films. My responsibilities included:

- Managed the post-production of all the films we created. I was the only editor and motion designer used.
- **Designing 2D illustrations** for animations and motion graphics to create informative films.
- Developing **storyboards** based on scripts.
- Illustrating and designing all digital assets for use within the animations.
- Designing, **rigging, and animating various characters** for animation, using **Duik Bassel** and **Joysticks and Sliders**.
- Leading the sound design and implementation within the animations.
- Creating **style frames, conceptual ideas, and pitch decks**.
- Deconstructing complex ideas to create **accessible and engaging** educational videos.
- Entering multiple films for the Science Film Festival. Three of our four submitted films were accepted.

