

ANDREW WEI

MOTION GRAPHICS · UI/UX · DESIGNER · VIDEO PRODUCTION



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Summary

Experienced Senior Video Producer and Motion Graphics Designer with a proven track record in project management, video production, and creative design. Expertise in animation, visual effects, and collaboration across multidisciplinary teams.

WORK EXPERIENCE



Sr. Video Producer

New American Funding - Tustin, CA

Aug 2015 - Present

Motion Graphics / Post-Production

- ▶ Animate & create high-quality graphics & effects for a wide variety of videos (executive messaging, educational, recruitment, product walkthroughs, documentaries, ads, dynamic data)
- ▶ Increased visual attractiveness for all videos leading to longer viewership and greater engagement
- ▶ Work closely with the UI/UX Team to create quality motion designs and animation for internal websites and Apps
- ▶ Plan, prepare and create mass-produced Personalized/Dynamic Videos for sales force
- ▶ Other skills include green-screen keying, compositing, rotoscoping, tracking, visual effects

Creative Producer / Project Management

- ▶ Brainstorm, storyboard and provide designs, direction and animatics for all videos
- ▶ Manage a creative team of designers, editors, artists, adjusting deadlines & schedules
- ▶ Collaborate with different teams from concept to delivery (Content, Social Media, Legal, Operations, Servicing, IT etc)



Animation & Design Lead

Lucrazone Ecommerce - Irvine, CA

Sept 2012 - May 2015

- ▶ Designed graphics for websites, social media, and affiliates
- ▶ Branded business presentations and official company documents
- ▶ Designed marketing materials: business cards, email templates, print collateral, and web landing pages
- ▶ Created and animated cartoon mascot
- ▶ Planned, animated, and edited web commercials
- ▶ Liaison from Marketing Dept to other departments like Dev, Risk, IT, Legal, etc
- ▶ Event Management and coordination with external vendors



Creative Supervisor

Gamania Digital Entertainment - Irvine, CA

Oct 2009 - Aug 2012

- ▶ Management of a design and programming team to build game websites with Content Management Systems
- ▶ Game trailer design & implementation (Planning, Storyboard, Recording, Editing, Visual Effects)
- ▶ Designed print collateral such as posters, magazine ads, clothing
- ▶ Managed designers' projects, schedules, and deadlines



Creative Designer

Atlus U.S.A., Inc. - Irvine, CA

Feb 2009 - Sept 2009

- ▶ Designed, built, and maintained online gaming portal websites
- ▶ Created collateral and assets for marketing online games
- ▶ Designed large-scale print elements for booths at conventions

SKILLS

Motion Graphics

- After Effects
- Premiere Pro
- Video Production
- Storyboarding
- Animatics
- Maya LT
- Cinema 4D
- Element 3D
- Videography
- Audition

Design

- Photoshop
- Illustrator
- InDesign

UI/UX

- Adobe XD
- Figma

Project Management

- Asana
- Wrike
- ProWork Flow
- Azure DevOps

Other

- Visual Studio
- HTML
- CSS
- Javascript
- Traditional Animation
- MS Office

EDUCATION



Animation & Film

University of Southern California - Los Angeles, CA

2000 - 2004

- ▶ Major in Electrical Engineering, Minor in Multimedia and Creative Technologies
- ▶ Trained in traditional 2D animation under Disney District Animation Coordinator, Nataha Lightfoot
- ▶ Sculpted 3D objects with low poly count under Electronic Arts instructor Scott Easley
- ▶ Scripted, storyboarded, directed, and edited 4 movie shorts

