

# ANDREW WEI

DESIGNER · MOTION GRAPHICS · UI/UX · VIDEO PRODUCTION



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Tustin, CA 92780

## Summary

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

## WORK EXPERIENCE



### Digital Creative Designer

YPM, Inc. - Irvine, CA

Jul 2024 - Present

- ▶ Create and produce videos and static designs and web solutions to help drive visitor traffic and engagement for corporate branding and/or redesigns, events, email campaigns, social media community sites, SEM/SEO, paid digital media, and microsites.
- ▶ Uphold client brand standards and best practices for consistency among all digital assets
- ▶ Up to date with design/marketing trends for social media, web, print, and mobile platforms
- ▶ Partner with internal teams to ensure alignment with digital and content marketing strategy.



### Sr. Video Producer

New American Funding - Tustin, CA

Aug 2015 - Jun 2024

#### Design & Graphics

- ▶ Create original graphical elements and customize existing graphics to enhance marketing initiatives
- ▶ Produce brand-compliant graphics for proposals, reports, training materials, presentations, websites, print and marketing materials
- ▶ Illustrate design concepts by creating rough wireframes focusing on layout, typography, and style
- ▶ Animate & create high-quality graphics & effects for a wide variety of videos (executive messaging, educational, recruitment, product demos, documentaries, ads, dynamic)

#### 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 and interface with multidisciplinary teams from concept to delivery (Content, Social Media, Legal, Operations, Servicing, IT etc)



### Animation & Design Lead

Lucrazon Ecommerce - Irvine, CA

Sept 2012 - May 2015

- ▶ Designed graphics for websites, social media, and affiliates, branded business presentations company documents
- ▶ Designed marketing materials: business cards, email templates, print collateral, and web landing pages
- ▶ Created and animated cartoon mascot and 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

## SKILLS

### Design

- Photoshop
- Illustrator
- InDesign

### UI/UX

- Adobe XD
- Figma

### Motion Graphics

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

### 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

