

Joseph Lee

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SUMMARY

I am a Product Designer with a background in motion design. I have 5 years of experience in motion design and I've recently completed a UX/UI bootcamp. Through product design, I see an opportunity to channel my creativity into crafting meaningful experiences that seamlessly combine form and functionality. I understand the importance of storytelling, rhythm, and flow in creating engaging experiences, and I believe that design should not only be visually compelling but also intuitive and accessible to everyone. Outside of design I spend my time playing volleyball, searching for the best hole in the wall restaurants, playing games, playing the guitar, playing with my dog, and singing in the shower.

EXPERIENCE

Motion Designer

Macy's

July 2019 - Present, New York, NY, USA

- In charge of Macy's branded entertainment animation.
- Storyboard and animate videos for all social media platforms, 20+ jumbotron screens, and TV.
- Animate copy, illustrations, images, videos, logos, shapes, and web UI using keyframes, plugins, and expressions.

Freelance Motion Designer

Shiseido

January 2019 - July 2019, New York, NY, USA

- Worked in interdisciplinary teams.
- Created templates, screens, gifs, and videos for social media platforms.
- Animated images, logos, and copy.

Lead Animator Intern

Beam Effect

June 2017 - August 2017, Remote

- Brainstormed ideas, created story boards, designed characters, and created animatics.
- Helped create 3D models for props and characters.
- Assisted with animation for a promotional video for the company.

Law Intern

Shin & Kim Law Firm

June 2015 - August 2015, South Korea

- Closely worked with associates and partners of the firm
- Assisted with in-depth research using a database of law cases and documents

EDUCATION

UX/UI Design Certificate

Thinkful UX/UI Design Bootcamp

B.F.A. in Film, Animation, and Video

Rhode Island School of Design • Providence, RI

High School Diploma

Northern Valley Old Tappan Regional High School • Old Tappan, NJ

SKILLS

Skills

Product Design: Figma, User Research, Usability Testing, Prototyping, Wireframing, UI Design

Motion Design: Adobe Creative Suite, Storyboarding, Illustrating, Compositing

Animation: UI, Typography, Cel, Logo, Character, GIF