Joseph Lee

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EXPERIENCE

Motion Designer
Macy's   **July 2019 - Present，New York, NY**

- Lead the animation for Macy's branded entertainment events including Macy's Thanksgiving Parade, 4th of July Fireworks, Flower show, and Santaland seen by millions across various media platforms.
- Storyboard and animate dynamic content for a wide range of platforms, including social media, 20+ jumbotron screens, and TV.
- Streamlined content production by creating reusable templates, enhancing efficiency for ongoing social media initiatives.
- Design and animate assets such as copy, illustrations, images, logos, and web UI using keyframes, plugins, and expressions.
- Optimize motion graphics for diverse digital channels, improving viewer engagement and reinforcing Macy's brand presence.
- Collaborate with cross-functional teams to ensure creative consistency and meet deadlines for large-scale campaigns and events.

Product Designer Intern
Jetsweat   **April 2024 - August 2024，New York, NY**

- Audited multiple user journeys and experiences on their mobile and web platforms, identified multiple pain points, and recommended new solutions to enhance users experience.
- Developed 100+ mockups for both web and mobile platforms in collaboration with cross-functional teams using Figma.
- Participated in weekly standup meetings with other design interns and developers to discuss better visual, frontend, and backend solutions.

Freelance Motion Designer
Shiseido   **January 2019 - July 2019，New York, NY**

- Collaborated with interdisciplinary teams to develop and execute creative concepts for digital marketing campaigns.
- Designed and animated high-quality motion graphics, including templates, screens, GIFs, and videos for social media platforms.
- Produced engaging animations for images, logos, and copy to support brand messaging across digital and social media channels.
- Contributed to the visual identity of Shiseido by aligning animation styles with brand guidelines and marketing objectives.

EDUCATION

B.F.A. in Film, Animation, and Video
Rhode Island School of Design • Providence, RI

UX/UI Design Certificate
Thinkful UX/UI Design Bootcamp

SKILLS

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

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

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