



XINXUN LIAO

Motion Designer

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Savannah, GA



EXPERIENCE

Motion Designer

BAILEYKING ING

08,2024-Present

Designed and produced high-converting e-commerce video ads, increasing engagement and driving conversions.

Created dynamic motion elements, including animated typography, product demonstrations, and seamless transitions, enhancing brand appeal and ad effectiveness.

Partnered with brands and marketing teams to align video content with brand identity and campaign goals.

Freelance Motion Designer

ACI World – Airports Council International

June, 2023- Present

Developed and executed promotional videos and style frames for major events, ensuring brand consistency and thematic alignment.

Created event-themed backgrounds and holiday video greetings, boosting audience engagement and reinforcing brand values.

Delivered high-quality design solutions under tight deadlines, enhancing event visibility and audience interaction.

Designer

SCAD CoMotion 2024 Branding Team

Nov.,2023- March, 2024

SCAD CoMotion 2023 Branding Team

Nov.,2022- March, 2023

Created style frames for the conference title sequence, maintaining visual consistency with the event's brand identity.

Produced engaging social media content and dynamic backdrops for panel discussions, increasing visibility and enhancing the audience experience.

Developed promotional videos for social media, highlighting key conference details and driving audience engagement.

Motion Designer

SCAD BMWXSCADPRO Collaboration

March- June, 2023

Created high-quality motion graphics for BMW's Metaverse virtual goods, enhancing user engagement and visual impact.

Led video production and design execution, ensuring brand consistency and alignment with BMW's project goals.

Collaborated with cross-functional teams to deliver visually engaging assets that supported the immersive virtual experience

EDUCATION

Savannah College of Art and Design

M.F.A. Motion Media Design | 2020-2024

Tianjin Academy of Fine Arts

B.F.A. Animation | 2014-2018

SKILLS

Illustration

Storyboard

Photography

2D Animation

Design Thinking

Design Strategy

Character Design

Concept Development

SOFTWARE

After Effects

Premiere Pro

Photoshop

Illustrator

Cinema 4D

Adobe InDesign

PaintTool SAI

TVP Animation

AWARDS

Communication Arts Awards

International Design Awards

London Design Awards

Muse Design Awards

New York Digital Awards

Red Dot Design Awards

The Motion Awards

The Rookies