LILITH HAIG

MOTION DESIGNER   LKHAIG@GMAIL.COM   LILITHHAIG.COM

CREATIVE TOOLS

- Adobe After Effects
- Adobe Illustrator
- Adobe Premiere
- Cinema4D
- Figma
- Python

WORKING STYLE

- Efficient
- Highly organized
- Flexible
- Detail-oriented

OTHER SOFTWARE

- Trello
- Atlassian Suite
- Google Business Suite
- Notion
- Frame.io
- Slack

HI!

I'm an artist with over 5 years of experience in design based out of the NYC area.
My specialty is motion design, specifically 2D animation, (although I also love to work in 3D).

WORK EXPERIENCE

February 2024 - Present

Motion Designer - Clover Learning - *Remote*

- Produce animated learning videos and 3D graphics using Cinema4D and the Adobe Suite to illustrate complex topics like particle physics and medical imaging technologies.
- Collaborate with instructional designers and subject matter experts to create accurate, engaging STEM and healthcare educational content.
- Research intricate concepts to design visually compelling animations that simplify challenging material.
- Manage multiple projects simultaneously using tools like the Atlassian Suite and Frame.io, ensuring alignment with brand and educational guidelines.
- Develop professional growth initiatives and regular updates to leadership to drive content quality and KPI optimization.

August 2021 - Present

Principal Designer - Creative Placemaing Communities - *Remote*

- Led a transformative rebranding initiative, utilizing comprehensive market research to develop a compelling brand identity package, including logo design and UI enhancements that resulted in a 400%+ increase in web engagement.
- Creating captivating web experiences and social media designs, leading to events surpassing previous attendance rates by 40%. Implemented strategic design changes contributing to this success despite a 50% increase in ticket pricing.
- Produces multifaceted digital assets, including websites, advertisements, and social media content, which consistently generate exceptionally high audience engagement.

May 2021 - February 2024

Motion Designer - Verizon - *New York, NY*

- Utilized Adobe After Effects, Figma, Sketch, and Photoshop to design animations for advertisements on social, web, and digital signage
- Independently developed After Effects scripts using skills in coding to increase team efficiency, saving each team member 6-10 hours per week in production time
- Onboarded and mentored junior designers.
- Developed motion tests for web experiences, collaborating with developers and demonstrating project coordination skills.
- Managed multiple projects simultaneously, prioritizing tasks effectively and delivering high-quality work on-time and within budget.

EDUCATION

- **2017-2021**   **Bachelor of Arts in Studio Fine Arts & Art History**
  Union College - Schenectady, NY - 3.9 GPA

REFERENCES

Ann Dickson
Creative Placemaking Communities / CEO
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Austin Stephenson
Clover Learning / Creative Director
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