FELICITY MOIRA SIM

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BA (Hons) Animation
Bristol School of Animation
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2010 - 2013
Classification 2:1

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VISUAL/ DIGITAL/ MOTION DESIGNER - BOOKATABLE BY MICHELIN
(now Bookatable by TheFork a TripAdvisor Company)
March 2018 - October 2020

This role was the most fulfilling I have been in a work environment. The team, although small was motivated and focused..
Initially I reported to the Senior Designer. Together we tackled the design work for the whole of Europe, ten countries in total, using Trello to manage the workload. When the Senior Designer left I was promoted to the role, thus tackling the Design work of two people, single-handedly.
This involved liasing with the CEO and Head of Brand to art direct huge campaigns across Europe and their budgets. These campaigns ran in all formats, ATL, Print, Google Banners, Social Banners and animated videos. Examples of these campaigns include 'Go Bottomless' and 'Krogveckan' to name a few.
I won 'Employee of the Quarter' for my work on streamlining and making the Brand consistent in all areas of design, re-designing all marketing slides and templates, and training staff in the importance of brand consistency and its place in adding value to a business. This was a mammoth but enjoyable task. I created new Brand Guidelines for the company, in liason with heads of each department, which were then implemented througout the whole company.
Another part of my role was liaising with Stakeholders and Heads of Departments within Michelin, not only designing across European platforms for Bookatable, but Michelin as well. I worked closely with a UX / UI Designer in my team and we gave the Michelin website a brand refresh.
My most successful project was the App Preview Video. I created an animated Video showcasing the most important features of the App. On the first day of the video release the App downloads soared.
On a day to day basis my role was problem solving design needs to the best, most efficient way possible.

INTEGRATED DESIGNER / MOTION GRAPHICS DESIGNER - GUARDIAN NEWS AND MEDIA
October 2017 - January 2018

Working across all areas of design from static print to animated motion graphics. The main task included working on the huge re-brand of The Guardian and launching it within a tight deadline. New colour palettes, templates, fonts and tone of voice were rolled out across the brand. I worked closely with the Creative Director and Senior Motion Designer and together we produced some excellent animations from pitch and storyboard to finished result.
Whilst in this role I won the pitch for a campaign for Shelter, which ran over Christmas in collaboration with The Guardian.
This was a very successful campaign that ran through print - raising awareness for the 'forgotten homeless'.
Other work included batches of animated and static digital banners - these were for various campaigns such as Guardian Politics and Guardian Soulmates.
All work was designed by myself and all assets were sourced from the stock library.

DIGITAL DESIGNER - STYLE MAGAZINE (Freelance contract)
July 2017 - October 2017

Liaising with the Creative Director to deliver a full range of bright, engaging digital banners.
The banners were to advertise the Annual Style awards for Style Magazine. The assets were provided by the Creative Director then animated by myself using After Effects.
I converted the mp4s into HTML format so they could be coded straight into site on delivery.
There were 36 different sized animated banners in total.

DIGITAL DESIGNER - PULSE CREATIVE (Inhouse agency for NewsUK)
February 2015 - July 2017

Working with The Sun and The Times and their partners to create multi - platform
animated advertisements for a high demand business.
I implemented the first animated video advertisements at the company and animated
award winning campaigns such as 'Through the Noise' and 'Tournamental'
The aim of my role was to sell the product quickly and creatively using animation
across digital devices and other engaging screens such as train stations and airport
screens to meet the clients every expectation and more.

MOTION GRAPHICS / GRAPHIC DESIGN - Collective UK - now TIME MAGAZINE (creative intern)
July 2014 - January 2015

To design, build and animate advertisements for web, tablet and mobile users.
As with all advertising our customers are paying for their exposure, in consequence my aim was to design to attract and engage
with an audience as quickly as possible and through interaction.
Clients included Channel 5, Sony, Asda, FitBit, John Lewis and many more.

PRINT & ASSET DESIGNER - YrStore
July 2013 - July 2014

Designing prints / designs to be used on Tee-tilers to create customised garments. Designs sold in Selfridges, Topshop, Topman
and Liberty, Oxford Street and Regent Street stores.

SOFTWARE

BEGINNER - Cinema 4d, Maya, Sketch Up, AutoCad, Adobe Audition, Greensock, Javascript, Syntax
INTERMEDIATE - Sketch, Principle, Bridge, Web Designer, Prezi
ADVANCED - InDesign, After Effects, Animate, Edge, Dreamweaver, Photoshop, Premiere, Illustrator, Microsoft Office

SKILLS

* Project Management * Key Frame Animation * Basic props modelling in Maya * Modelling / Lighting in Cinema 4D
* Character Design * Storyboarding * Design and Layout for Print and Web * Hand drawn animation * Stop-motion animation
* Puppet making * Digital painting * Digital re-touching * Understanding of design and manufacture of animatronics
* Excellent team work ethic * Publishing adverts through Double Click * Fantastic branding / re-branding experience
* App research and development * A/B testing * Confident public speaker * Excellent problem solver * Good people management
* Encourage peer development * Creative and unqiue way of thinking * Profitable ideas * Fast learner * Eager to learn
* Great communicator * Great time management * Rendering * Compositing * Tracking * Puppet making in After Effects
* Rigging in After Effects