



Alexa

www.alexandranel.com

• About Me •

A dynamic and innovative Motion Graphics Designer with extensive freelance experience, I have a proven track record in creating compelling visual content for a diverse range of clients and industries.

My expertise spans from crafting social media content from static campaign briefs and explainer videos to producing engaging arts-funded projects and vibrant music videos.

My career highlights include working with renowned brands and agencies, where I have effectively managed project pipelines and collaborated with cross-functional teams to deliver high-quality, creative solutions.

My approach blends artistic flair with technical proficiency, leveraging my skills in animation and design to transform concepts into visually stunning narratives. I thrive in environments that challenge my creativity and technical skills, consistently pushing the boundaries of digital storytelling. My experience in developing innovative solutions for in-stadium displays, online platforms, and traditional marketing initiatives has enabled me to deliver projects that not only meet but exceed client expectations.

Committed to continuous learning and professional growth, I stay aware of the latest trends and technologies in motion graphics. This, combined with my ability to adapt and innovate under tight deadlines, makes me a valuable asset to any team seeking to enhance their visual communication and brand presence through dynamic motion graphics.



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• *Education & Training* •

Bachelors Arts Degree
Victoria University, Wellington
Film/Theatre
2008

Graduate Diploma
RMIT, Melbourne
Digital Interactive Media
2017

Jumbla Academy
Jumbla, Melbourne Vic
Studio mentored animation program
2018

Digital Marketing
General Assembly x The Toms
Melbourne Vic
2020

Illustration for Motion
School of Motion x Sarah Beth Morgan
Online
2020

Coding Bootcamp
Monash University
Melbourne Vic
2023 (current, ends May 2024)

• *Experience* •

Short Term Freelance
Spotlight | Complete Works | Leo Burnett
TBWA | WeMov | 1000 Heads | Be Management | Truce | CMS Australia | Snack Drawer

visit www.alexandranel.com/testimonials

Kojo Sports

Freelance Motion Design

2022-current

Collaborated with diverse stakeholder teams, managing project pipelines to create and publish captivating content for online platforms, in-stadium displays, LEDs, OOH displays, and social media.

- Specialised in reverse-engineering complex templated rigs to streamline high-volume exports across various sports codes and teams.
- Conceptualised and executed immersive stadium experiences, enhancing fan engagement and game-day atmosphere.
- Played a pivotal role in template optimisation for efficient use across large teams, ensuring consistency and quality in deliverables.
- Advised organizational management on motion design timelines and technical requirements, facilitating effective project planning and execution.



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Optimo

Freelance Motion Design

2018-2023

Played a pivotal role as the lead Motion Graphics Designer at Optimo, a cutting-edge digital agency, orchestrating agency animations remotely for an array of high-profile clients such as Battery World, John Frieder, and Kikkoman. This role was instrumental in elevating brand narratives and capturing audience attention across multiple platforms.

- Produced a diverse portfolio of engaging visual content, including social media adverts, out-of-home (OOH) digital content, LED displays, and television commercials. Additionally, I edited a series of promotional video explainers.
- Provided critical input on project scheduling and motion direction. Ensuring compliant execution of marketing campaigns. This role demanded a keen understanding of motion trends and consumer engagement strategies.

Forty Winks

Freelance Motion Design

2021-2022

Drove the motion graphics design for all social media campaigns, establishing and organizing file structures for efficient future campaign execution.

- Innovated by animating existing poster designs, significantly enhancing the visibility engagement of existing messaging across social and in-store platforms. This maximised the effectiveness of existing campaigns while notably minimising budgetary requirements.
- Collaborated closely with marketing managers to deliver the animated components of national and state-level campaigns.
- Developed reusable templates for annual campaign use, streamlining the production process for recurring campaigns. This further minimised budget requirements, demonstrating a cost-effective approach to design.

Boost Juice

Freelance Motion Design

2021-2021

Led the motion design and direction for Boost Juice's animated content, aligning with the dynamic monthly flavor campaigns. Collaborated in the integration of innovative animation into diverse platforms, including in-store digital menu boards, OOH advertising, and social media, significantly enhancing customer engagement and brand visibility.

- Created engaging GIFs for Lottie assets, and revitalized app tiles, elevating the brand's digital presence.
- Played a crucial role in the Lottie update, transforming the presentation of national menu boards with captivating animations, setting a new standard for in-store digital.
- Production of high volumes of tailored outputs for each unique store setup, demonstrating exceptional project management and technical skills. The innovative animated content was successfully extended to promotional spaces and social advertising, resulting in increased customer interaction and reinforcing Boost Juice's position as a leader in the retail beverage industry.



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**Little Cinema****Freelance Motion Design****2020-2021**

Full-service agency specialising in events and traditional marketing. Contributed to the creation of immersive Hollywood movie and TV premiere events.

- Developed engaging escape room video motion graphics, episodic storytelling, and promotional materials for case studies.
- Crafted online sizzle reels and promotional material during COVID lockdowns, adapting to remote event formats.

Big Red Group**Animator Full-time****2017-2020**

Progressed from a junior to a mid-level animator, contributing significantly to the animation department and various creative projects.

Involved in pitch work, social animations, and TVC campaigns. Collaborating with different departments and managing time estimates for project completion.



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