

Lily Insall

Website: <https://lilanimates.uk/>

Email: lilanimat3s@gmail.com

Graphic Designer & Digital Marketer

Tel: 07443648680

EXPERIENCE

Geoquip Marine: Marketing Coordinator (February 2024 - Current)

- Stand graphics for international exhibitions and events
- Internal and external social media communications: graphics, copywriting and storytelling
- Developing brand appearance and maintaining company image
- Intranet and website designing
- Video editing and motion graphic animation

Clifton Photographic: Studio assistant (August 2021- September 2023)

- Creation of engaging social media content, encompassing carousels, motion graphics, and daily posts to enhance brand presence.
- Tailoring photo and video editing to align with client preferences.

Freelance Marketer / Designer: (July 2019- February 2024)

- Execution of diverse commissioned projects involving mixed media, such as music videos, idents, website design, and social media marketing.
- In-depth involvement in character design, background and set design for creative projects.
- Creation of surrealist fine art paintings to enhance artistic elements in digital marketing campaigns.

Mycelium Productions: Beltane Film, Animator & Set dresser (January 2023)

- Tasked with animating multiple stop motion characters and props using dragonframe

Somerset film: Arts assistant (June- September 2018)

- Video and photo editing for various clients
- Exhibition curation and event management

RT Signs: Production assistant & crafter (May 2017)

- Graphic design and sign making assistance.

EDUCATION

University of Cambridge: Business Sustainability Management

An intensive 8-week, CPD-certified programme focused on integrating sustainability into business strategy and operations. I developed practical skills in sustainability leadership, stakeholder engagement, and sustainable innovation.

University of the West of England: BA ANIMATION (September 2019- July 2022) - 2.1

Bridgwater College: UAL Extended Diploma in art and design (September 2017- June 2019) - Distinction

Robert Blake Science College: (September 2012- 2017) - 9 A*-C's

SUMMARY

I am a versatile designer with a comprehensive background in marketing, animation, photography, and diverse creative disciplines. I'm driven by a deep passion for crafting visually captivating designs and dynamic imagery that resonates emotionally; committed to inspiring audiences through story and engagement. I continuously strive for the highest standards in all creative outputs while remaining dedicated to ongoing learning and improvement. Alongside my creative practice, my love for the outdoors informs both my creative perspective and professional ambitions, as I aim to thoughtfully combine my career with sustainable values.

SKILLS

- Proficient in crafting innovative and responsive designs aligned with brand guidelines or client preferences.
- Expertise in marketing, branding, and copywriting to enhance brand presence with storytelling.
- Skilled in precise execution of 2D vector, hand-drawn animation, and motion graphics with a keen eye for imagination.
- Demonstrates excellence in composition and color theory for visually compelling content.
- Adept at time management and consistently meets deadlines for project deliverables.
- Strong problem-solving capabilities to address challenges and optimize project outcomes.
- Possesses an ambitious and motivated attitude, driven by a commitment to continuous learning and improvement in work quality.
- Collaborative team player with the ability to build and sustain excellent working relationships.

SOFTWARES

- Adobe Creative Cloud proficiency in Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects.
- Adobe Express, Canva, Visme
- Experience with Toon Boom Harmony and Storyboard Pro.
- Proficient in TV Paint.
- Skilled in Procreate & Procreate Dreams.
- Familiarity with Figma.
- Knowledgeable in Dragonframe.

REFERENCES

Available upon request