

Ying Xie

ART DIRECTOR for **Motion, Digital, Social**

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CAREER OVERVIEW

A digital, social, motion focused art director with over 10 years of experience working with top entertainment companies and clients such as **HBO Max, Warner Bros (streaming service), Hero Collective (Ad Agency), AEG Presents (Live music presenter), and BOND (Movie/TV Creative agency)**.

Major accomplishments:

- Played a key role as the Lead Designer in crafting the social campaign for **His Dark Materials (HBO and BBC)**, driving awareness and engagement for the series, resulting in increased viewership and positive reception.
 - Led as the main Motion Designer for the **Euphoria Season 1** paid social campaign, contributing to its success as one of HBO Max's highest-rated shows since Game of Thrones, garnering critical acclaim and a dedicated fan base across social and paid media.
 - Completed successful motion work (social and email) for HBO Max with **The Batman (2022), Fantastic Beasts: The Secrets of Dumbledore (2022), and Peacemaker (2021)**.
 - Created experiential digital and print assets for **Google Summit (2023)** and **TIAA** conferences under an extremely tight deadline.
 - Additional duties included team building, managing and coaching other designers, and streamlining production.
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SKILLS

Art Direction | Motion Graphic | 2D and 3D Animation | Experiential Design | Artificial intelligence tools | Layout Design | Typography | Moodboard | Storyboard | UI/UX Design | Digital Content Strategy | Digital Solution | Social Media Strategy and Planning | Video Editing | Video Production | Project Management | Asset Management | Digital and Animated Banner | Graphic Design | Illustration | Digital Photography

EXPERIENCE

Art Director, Hero Group, New York City, Remote (06/2023 - Present)

- **Conceptualization:** Develop creative concepts for digital, experiential, and motion design campaigns that align with client goals and resonate with the target audience.
- **Visual Direction:** Provide clear guidance on the visual style for digital and motion projects, ensuring alignment with brand guidelines and client preferences.
- **Collaboration:** Work closely with cross-functional teams, including designers and motion graphics artists, to bring concepts to life, fostering a collaborative and innovative creative process.
- **Technology Integration:** Stay updated on digital trends and emerging technologies to infuse innovative digital and experiential elements into campaigns, ensuring a contemporary and engaging user experience.
- **Quality Assurance:** Oversee the production of digital assets, motion graphics, and experiential elements, ensuring they meet high-quality standards and are delivered within deadlines

Senior Designer, HBO Max, New York City, Remote (07/2021 - 03/2023)

- Led and executed motion projects to promote major box office movies and award-winning tv shows for HBO Original, Warner Bros., and Max Original
- Animated key art to be used in email marketing and paid socials
- Collaborated with the in-APP department to create special 360 campaigns and offer campaigns from concept to completion
- Helped to manage the design team for email campaigns on a day-to-day basis while providing guidance to designers with best practices on a tight deadline and budget
- Provided art directions and concepts in brainstorming sessions, and hosted exploratory meetings across multiple departments to go over animation workflow, file structure and new design trends
- Collaborated with senior team members to perfect workflow in Figma to ensure efficiency, consistency and communication
- Assisted with asset management and hosted meetings to ensure all team members clearly understood the file structures and how to implement them

Senior Designer, BOND, Los Angeles, CA (03/2019 - 07/2021)

- Combined storytelling, animation, and graphic design to create powerful social media content strategies for high-profile clients such as HBO, Focus Features, Netflix, and other major film studios
- Implemented forward-thinking methods to create immersive experiential concepts to push digital campaigns to a higher level
- Led motion design to drive high engagement on social platforms, and promote movies and tv shows to their highest potential
- Set the tone and oversee art direction aesthetic in a wide range of styles with insight into how to execute various projects
- Worked closely with the copy team on ideation and concepts for 360 campaigns
- Helped shape the digital marketing team at its beginning stages to a professional first-class industry level

Senior Designer/Motion Designer, AEG presents, Los Angeles, CA (08/2017 - 03/2019)

- Led the design and production of marketing & visual communications for digital campaigns for various touring, live music shows, and festivals
- Articulated stories through visuals, sounds, and motions to promote attention-driven and inspiring motion design and digital displays for data-driven social media platforms and email marketing to drive up ticket sales
- Managed creative assets and schedules of outside vendors; mentored designers, and interns to ensure all work met company standards

Education

Motion Design Program, Art Center, CA

Bachelor of Fine Arts, Cal State Long Beach, CA

Softwares

After Effects | Premiere | Figma | Cinema 4D (C4D) | Photoshop | Illustrator | InDesign | Adobe Suite | Lightroom | Trapcode