

# Angel Lee

**Senior Brand & Motion Designer** | Brand systems, campaign creative, social content and motion-led storytelling

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Right to work in the UK immediately; future Skilled Worker sponsorship required

## PROFILE

Senior Brand & Motion Designer with 5+ years of experience shaping brand identity, integrated digital campaigns and motion-led content for fast-paced agency, product and marketing environments. Combines strong typography, layout and visual-system craft with advanced After Effects, Premiere Pro and 2D animation skills. Experienced in translating strategy, audience insight and creative briefs into scalable brand guidelines, campaign toolkits, reusable templates and performance-informed assets across social, paid media, web, video and product touchpoints.

## SELECTED IMPACT

**70%**

increase in audience interactions from insight-led campaign and rebrand work

**2x**

client growth supported by scalable visual systems and digital-first creative

**Senior**

promoted at Havas Media after leading higher-impact campaign delivery

## EXPERIENCE

**Self-employed / Independent** | London, UK

Aug 2025 - Present

**Freelance Brand & Motion Designer**

- Build visual systems, brand templates, social assets and motion-led campaign content for independent businesses, keeping execution fast while protecting brand consistency across digital channels.
- Develop concepts from brief to final delivery, including visual narrative, layout direction, storyboarding, video editing and 2D animation for marketing and promotional use.
- Use generative AI tools including Midjourney to accelerate ideation, mood exploration and concept development while maintaining final craft standards in Adobe Creative Suite and Figma.

**Havas Media** | Hong Kong

Dec 2022 - Aug 2025

**Senior Designer, Jan 2024 - Aug 2025 | Digital Designer, Dec 2022 - Dec 2023**

- Promoted to Senior Designer after delivering high-impact digital-first campaign creative for high-profile client accounts across paid social, organic social, web, digital advertising and video touchpoints.
- Translated strategic insight, marketing requirements and audience needs into scalable visual systems, campaign toolkits and on-brand assets for cross-channel rollout.
- Established brand guidelines and reusable design templates to improve brand governance, reduce inconsistent execution and support faster campaign delivery.
- Managed multiple concurrent design workstreams with creative, strategy, content and marketing teams, adapting quickly to technical specs, feedback cycles and client-facing requirements.
- Applied creative QA across campaign assets, checking layout, motion craft, brand consistency and channel specifications before final delivery.
- Contributed to campaign and rebrand work that doubled client growth and increased audience interactions by 70%.

**Memoriki Limited** | Hong Kong

Jul 2021 - Nov 2022

**Animator**

- Created motion graphics, 2D animation, promotional visuals and social creatives that supported audience acquisition and product engagement for a mobile gaming environment.
- Partnered with UX designers and product engineers to align animated assets with interface behaviour, product usability and in-app experience.
- Brought a production-aware approach to storyboarding, asset preparation and final video output across fast-moving product and marketing needs.

**Irish Council of Hong Kong** | Hong Kong

Jun 2020 - Jun 2021

**Digital Designer, Internship**

- Led an end-to-end website redesign, improving responsive layouts, user journeys and digital brand consistency.
- Used Google Analytics and SEO monitoring to support content improvements, organic visibility and seasonal marketing campaigns.

## CORE SKILLS

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**Brand systems and governance:** brand identity, visual identity, art direction, brand guidelines, brand governance, design systems, campaign toolkits, scalable templates

**Campaign and performance creative:** integrated campaign creative, paid social, organic social, digital advertising, social-first assets, web/social/video content, performance-informed design, audience insight

**Motion and video:** motion design, motion graphics, motion-led storytelling, kinetic typography, 2D animation, storyboarding, video editing, promotional content

**Digital and product collaboration:** web design, responsive design, UI asset production, product touchpoints, UX collaboration, cross-functional delivery

**Senior delivery:** stakeholder management, client-facing feedback, creative QA, production workflows, brand consistency, fast-paced agency delivery

**Workflow and AI:** generative AI ideation, Midjourney-assisted concepting, asset adaptation, rapid concept development, final craft control

**Tools:** Adobe Creative Suite, After Effects, Premiere Pro, Illustrator, Photoshop, InDesign, Figma, Midjourney, Framer

## SELECTED PROJECT STRENGTHS

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- **Brand systems and governance:** turned inconsistent branding into practical brand guidelines, reusable templates and cross-channel campaign toolkits.
- **Integrated campaign production:** delivered digital-first assets across paid social, organic social, web, video and digital advertising from brief through final output.
- **Motion-led engagement:** created storyboards, 2D animations, promotional videos and social motion assets to support campaign and product engagement.
- **Digital and product sensibility:** collaborated with UX and product teams, and led responsive website redesign work across marketing and product touchpoints.
- **AI-enabled creative workflow:** used Midjourney for fast visual exploration while maintaining final craft standards in Adobe Creative Suite and Figma.

## PORTFOLIO FOCUS

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- **Brand identity:** visual guidelines, campaign toolkits and template libraries.
- **Campaign rollout:** paid social, organic social, digital advertising, launch campaign rollout and cross-channel asset adaptation.
- **Motion graphics:** kinetic typography, storyboarded short-form video and promotional product content.
- **Digital touchpoints:** responsive web design, UI assets and product touchpoints developed with UX and product teams.

## EDUCATION

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**Hong Kong Metropolitan University** | Hong Kong  
BFA (Hons) Animation and Visual Effects (2:1) | 2017 - 2021

## AWARDS AND RECOGNITION

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- HKBU Academy of Film's Choice Special Mention, HKBU Global University Film Awards
- Shortlisted, 27th IFVA Festival (Animation)
- Hong Kong Next Generation Award, 23rd Digicon6 ASIA
- HKSAR Reaching Out Awards 2018/2019
- Silver Award for Volunteer Services

## COMMUNITY AND INTERESTS

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Volunteer member of the London Museum of Water and Steam. Interests include classical music, piano, cello, visual culture and film.