MARIA BLANCHE

Motion Designer

Motion designer with 14 years of experience in Adobe After Effects, Photoshop & Illustrator. Expertise includes 2D animation, typography & UI animation. Proven ability to deliver high-end motion graphics for marketing campaigns including broadcast & social media.

Motion Design Reel / mariablanchemotion.com

EXPERIENCE

MOTION DESIGNER, JANE STUDIOS; SANTA MONICA – 2017 TO PRESENT

- Follow precise brand bible guidelines for tech clients such as Twitter, Facebook & Google.
- Collaborate with creative directors, editors, and clients to define animation objectives.
- Asset management for dozens of deliverables in various formats for a single campaign.
- Utilize Adobe After Effects, Photoshop, and Figma assets to create 2D animations.
- Recreate illustrations and motion graphics assets accurately to match campaign materials.

MOTION DESIGNER, SON OF RA; LOS ANGELES – 2021 TO PRESENT

- Create motion graphics animations for immersive experiences and events
- Adapt client designs to fit unique spatial requirements and placement for maximum immersion.
- Create animations and animated textures that loop seamlessly.
- Collaborate closely with Creative Director to ensure client designs align with the project vision.
- Find creative solutions to minimize cost and maximize production value.

MOTION DESIGNER, SPRINGBOK ENTERTAINMENT; LOS ANGELES – 2021 TO PRESENT

- Design and animate finished motion graphics for immersive experiences.
- Create Graphic Design for a variety of applications for immersive experiences, including signage, user interfaces, and promotional materials.
- Utilize Photoshop to create proof-of-concept style frames.

ANIMATOR, STARBURNS INDUSTRIES; LOS ANGELES – 2015-2018

- Serve as a 2D animator/compositor for all three seasons of the HBO show "Animals", utilizing After Effects to create compositing, lighting, effects, and camera work.
- Lead a team of fx animators, managing resources to ensure timely delivery of high-quality work.
- Develop the show's visual style and maintain consistency across all episodes.
- Collaborate closely with the show's creative and production team to ensure successful blending of 2D animation and illustrated backgrounds.
- Develop efficient workflows and techniques to streamline the production process.

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MOTION DESIGNER, 72 & SUNNY; LOS ANGELES, CA — 2013-2017

- Iterate on visual concepts for in-house brainstorming to generate creative ideas.
- Provide quick turnarounds, within hours, to facilitate Creative Directors' ideation.
- Collaborate closely with designers, creative directors, and editors to bring ideas to life.
- Work in a team with other motion designers, sharing project files and assets.
- Manage assets and maintain project organization structures to ensure efficient workflows.
- Stay up-to-date with new techniques and plugins as needed for each project, constantly learning and improving skills.
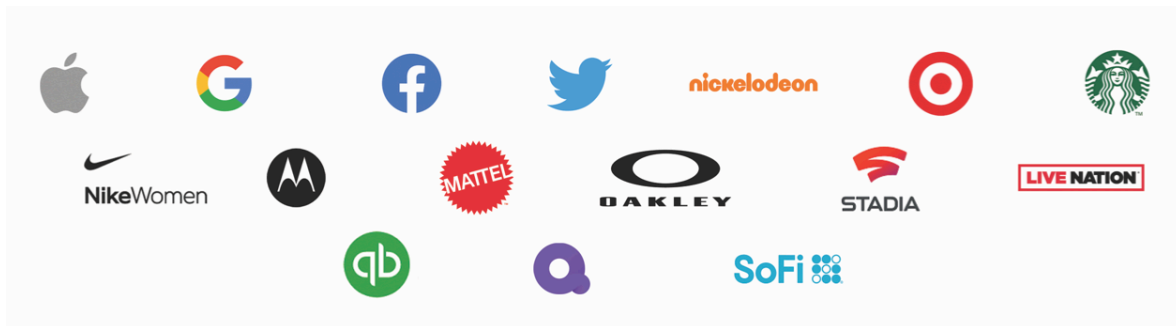
EDUCATION

University of California, Berkeley
Laguna College of Art & Design — B.A., Illustration
University of Southern California, School of Cinematic Arts — M.F.A., Animation

- After Effects
- Photoshop
- Illustrator

- 2D Animation
- Typography
- Storyboards

- Asset Management
- Project Organization
- Project Lead

CLIENT ROSTER