

Liling Lu

Freelance Motion Graphic Designer

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Profile

Tokyo-based freelance motion designer and animator with 20+ years of international experience across Japan, the UK, and the US. Specialized in logo animation, branded motion systems, and short-form social content for global brands. Experienced in adapting creative for multiple formats, platforms, and international audiences. Bilingual in Japanese and English — skilled in cross-cultural communication and collaboration with distributed teams. Available for remote project-based work within APAC, comfortable working Singapore business hours.

Skills & Tools

Motion / Design: Adobe After Effects, Premiere Pro, Illustrator, Photoshop, Figma (asset preparation & export)

Specialties: Logo animation, branded motion systems, typography in motion, character animation, social media content (Instagram, LinkedIn), event video assets, lower thirds, kinetic typography

Formats: 1:1, 4:5, 9:16, 16:9 — multi-platform versioning and reformatting

Languages: Japanese (native), English (fluent)

Experiences

Freelance Motion Designer & Animator — Tokyo, Japan 2000–present
Project-based collaboration with agencies, production companies, and global brands. Responsibilities include concept-to-delivery motion graphics, character animation, brand asset adaptation, multi-platform content creation, and cross-team collaboration with creative directors, producers, and marketers.

Selected projects:

- Kewpie Mayonnaise (via Craft Worldwide) — Social media animation campaign for global brand expansion
- Cannes Lions entry videos (via Kirameki Inc.) — Contributed to award-entry productions, 2024 & 2025
- META Quest 2 (via VidMob) — Japanese market localization for web promotion
- JR East / Suica Campaign — Direction and character animation for transit brand campaign
- Clé de Peau Beauté — Sustainability campaign animation for social media
- Canva (via Bridgehead Media) — Promotional video and asset localization
- Fidelity — Full direction, animation and edit for financial brand content
- Toppan — Display and promotional animation

Freelance Motion Designer — London, UK 2004–2011

Worked with leading UK broadcast and creative companies on broadcast design, motion packages, and promos.

- Channel 5 — Broadcast design and motion graphics

Motion Designer — Teevee Graphics, Inc., Tokyo, Japan 2000–2004

TV commercials, promos, broadcast design, and music videos for major Japanese and international clients.

Education

Parsons School of Design — New York, USA

BFA in Communication Design

Portfolio

www.lilinglu.com | Vimeo: vimeo.com/liling