

BRANDON WEI

www.BrandonWei.com

brandon@brandonwei.com

516.313.1712

SKILLS

After Effects

Cinema 4D

Photoshop

Premiere

Illustrator

InDesign

Drawing

Storyboarding

EXPERIENCE

National Football League | Inglewood, CA

Graphics Production Assistant

- Prepare media assets of athletes and games from photography and broadcast databases for motion graphics, graphics designers, and others
- Provide on air support during game days to expedite content creation for Media team

The Try Guys | Santa Monica, CA

Post Production Specialist

- Conceptualized and executed full graphics packages including logo animations, title cards, lower thirds, and accent text—for both pilot and flagship series within the company's streaming platform.
- Partnered closely with producers and editors to align motion language with show identity and platform UX considerations such as player interface and title safe compliance.
- Developed and standardized a pre-production pipeline incorporating storyboards, design pitches, and animatics to accelerate motion workflow and ensure visual consistency across formats.

Red Bull Media House | Santa Monica, CA

Post Production Specialist

- Developed a cohesive library of motion assets and audio to streamline editing for vertical video content across social platforms.
- Designed and animated 14 seamless infinite zoom animations from layered Photoshop illustrations, enhancing user engagement.
- Conducted comprehensive QC and legacy asset review to align content with evolving brand and technical standards, contributing to optimized delivery pipelines.

PlutoTV | Los Angeles, CA

Motion Graphics Editor

- Worked cross-functionally with Art Directors, Product Designers, and Content Managers to deliver high-impact animations for platform UI launches, seasonal programming, and editorial stunts.

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- Translated design mockups into animated layouts for both in-app and off-platform marketing, ensuring creative consistency across brand touchpoints.
- Maintained scalable animation templates and assets for use across internal teams, improving delivery efficiency.

Micromass, Ashfield Health | Raleigh, NC

Motion Graphics Production Designer

- Led the animation of patient education and pharmaceutical awareness campaigns, focusing on clarity and accessibility across digital and social platforms.
- Partnered with brand strategists to storyboard and animate new logo sequences and content for a company-wide rebrand initiative.
- Introduced best-practice workflows and naming conventions for motion assets, enhancing collaboration across internal creative and dev teams.

P.Volve | New York, NY

Motion Graphics Animator

- Produced branded motion graphics and social content that supported product launches, health education, and studio events.
- Delivered motion support for editorial and video production, including VFX compositing, rotoscoping, and animated type for informative videos.
- Modeled and animated 3D motion assets for use in promotional campaigns and the flagship studio's digital display experience.

Kvibe Productions | Jersey City, NJ

Motion Graphics Animator

- Created VFX, animated explainers, and title sequences for clients including Ernst & Young, adapting visual storytelling to diverse branding needs.
- Collaborated across production and post teams to design animated overlays, transitions, and infographics for commercial and narrative content.
- Developed reusable motion templates to increase production agility for recurring client projects.

EDUCATION

Drexel University, Philadelphia, PA | Bachelors of Science in Digital Media - May 2012

ADDITIONAL EXPERIENCE & ACHIEVEMENTS

Feliz Navidad, Animated Shorts Submission | Nashville Film Festival 2020