

# Wesley Waller

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## Freelance Motion Designer

Partnering with top-tier clients, I've honed my expertise in After Effects and animation to deliver captivating motion graphics and 3D renders. My work not only enhances visual storytelling but also elevates user experience across various industries, from applications to automotive.

## Contact

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## Experience

### **FREELANCE MOTION DESIGNER | CG GENERALIST**

Aug 2021 - Present

As a freelancer I have been able to work on amazing projects with amazing companies. Along the way I have helped companies visualise applications and UX flows, created Lottie and Rive animations, helped deliver thrilling new experiences in the automotive space and added that necessary sparkle in a sizzle reel. Please take a look at some of the companies I have worked with during my time as a freelance motion designer: Fantasy, Bejo, Conjure, Volta, Triumph, Aston Martin, EVware, Aura, Ceer, Nissan, Netflix, Avalon Hill, Grundfos, Zoo, NHS, Microsoft, Karai.

- *Created motion studies based on Figma user flows for apps and automotive projects.*
- *Created UX behaviors.*
- *Developed best practices for applications and automotive HMI projects.*
- *Worked with software engineers to deliver a final product output.*
- *Worked with CAN Bus data when working in automotive.*
- *Worked with Lottie and Rive.*
- *Collaborated within multi stakeholder corporations.*
- *Experience working with design systems.*
- *Team lead on automotive HMI projects.*
- *Created sizzle reels*
- *Created promotional content for applications and Automotive*

### **MOTION DESIGNER | CG GENERALIST CIRCA5000**

Nov 2020 - Jul 2021

Circa5000 is a platform for the ethical investor. Allowing users to invest in green energy, sustainable food, clean water, economic empowerment, health and wellbeing funds. My responsibilities included the creation of video social media content for various platforms.

- *Created motion studies for user flows for apps and automotive projects.*
- *Created UX behaviors.*

- *Working with the team to develop and edit social media content.*
- *Strategise and ideate content for the brand's Instagram feed.*
- *Strategise and ideate content for the brand's Tik-Tok feed.*
- *Strategise and ideate content for the brand's Facebook feed.*
- *Strategise and ideate content for YouTube ads.*
- *Visualised UX flows based on Figma wireframes*

## **MOTION DESIGNER | CG GENERALIST CONJURE**

May 2016 – Nov 2020

Conjure is an award-winning digital experience company with a strong track record developing daring, original applications for emerging technology platforms, harnessing the opportunities they present to a global client base of major brands and disruptive startups.

- *Visualised Figma user flows for multiple applications and automotive projects*
- *Worked end to end on multiple automotive and bike hmi projects.*
- *Contributed within a multi stakeholder environment.*
- *Created 3D product visualisations.*
- *Created micro animations and exported as lottie files for use within applications.*
- *Animated final UI flows for stakeholder signoff.*
- *Worked with Spec and CAN Bus data within the automotive industry.*

## **CG GENERALIST LUMA**

Oct 2012 – Oct 2015

Luma is an internationally acclaimed production company based in Johannesburg, South Africa. They primarily focus on commercials and have expanded to deliver content for film and TV.

Worked within a team using artistic and technical skills collaborating with concept artists, designers and other team members to produce high quality models.

- *Rapidly conceptualise models in Zbrush*
- *Textured models in accordance to standard PBR workflows*
- *Developed characters in line with the concept art provided*
- *Attended and participated in creative problem solving*
- *Worked in multiple artistic genres*
- *Created and visualized environments*
- *Utilized as a knowledge base for mentoring junior artists*
- *Expanded on project briefs*
- *Created assets for use in the Unity Game Engine*
- *Shaded models using Arnold renderer*
- *Animated realistic performances for characters*
- *Excellent knowledge and experience of baking lights*
- *Sound knowledge of Lighting environments*

## Education

### **GREENSIDE DESIGN CENTER BA**

2008 - 2011

GDC is an accredited and internationally renowned design institution in Johannesburg, South Africa. Specialising in design education, awarding degrees in Graphic Design, Interior Design and Multimedia Design. They graduate leaders in design thinking and design practice, feeding both local and international markets.

### **LEARN 3D**

2010 - 2011

Learn 3D is a training center for the Media & Entertainment industry, with international accreditation from several heavy-weight companies in the industry such as Toonboom, Autodesk and Chaos Group. They offer full-time and part-time courses in 3D animation, visual effects and game development using Toonboom Storyboard Pro and Harmony, Autodesk 3ds Max, Maya and Mudbox, Chaos Group V-Ray, Adobe After-effects and Unity 3D.