



www.emmakingsnorth.co.uk

M: +44 7719 180375

E: emmakingsnorth@gmail.com

20a Sutherland Avenue, Maida Vale, London. W9 2HQ

Profile

I am an experienced, creative, freelance motion designer working across animation, illustration, motion graphics, visual effects and design.

I have worked on a huge range of projects from commercials, interactive advertising, presentations and exhibitions for clients including Burberry, BBC, Redbull, Discovery, Google & Jaguar at agencies including VCCP, RKCR/YR, Across the Pond, Ogilvy, Razorfish and Mr President.

Employment

October 2013 – present

Freelance Motion Designer

I am confident in the whole animation process, from concepting, storyboarding, illustrating and Photoshop work and animation in After Effects.

Most recently I have been part of a number of pitch winning teams at Mr President & RKCR/YR. Creating films to support and inspire as part of major pitches.

I have also been working at Scripps where I have taken on a number of projects for their TV channels. I concepted and created all Christmas idents for Food Network and a promo for Paul Hollywood City Bakes, a promo for Henry Coles World's Greatest Motorcycle Rides for Travel Channel and concepted, illustrated and animated a series of short infographic style animations for HGTV speak.

Last year I worked at Across the Pond as lead animator and Illustrator with a team to produce a series of educational and learning videos for Google Digital Garage.

I have been working on a series of videos that I am producing and animating for London Business School to promote some of their latest research and courses. Working closely with a script writer and the client directly, I worked on storyboarding, illustrating and animating the films.

I was excited to work with Redbull Media House to create the Prismatic music video for Redbull.com/music. I worked in After Effects to key all footage and had a lot of fun creating all the gfx and visuals for the prismatic video.

August 2011– October 2013

Motion Designer, UNIT London

I worked in the VFX team on projects which required storyboarding, concepting, illustration, design and animation and was often the team member called upon for project scoping and design advice and direction. I often liaised with the 3D and Nuke designers, editors and sound designers, I worked well as a member of a project team and also individually. I have worked across a broad range of projects for clients including Johnnie Walker, Talk Talk, DHL, The Body Shop & Westfield.

January 2007– July 2011

Motion Graphics Designer, Dare London

I was initially employed as part of Dareschool, a yearlong graduate scheme, working as a designer and more recently working as a Motion Graphics Designer. I enjoyed designing, illustrating and making projects come to life in After Effects. Dare offered me an invaluable opportunity to gain design and communication skills by working on a wide range of exciting video, design and conceptual projects for demanding, multi-national clients including Vodafone, Sony Ericsson, Barclays and Premier Inn.

Within the motion graphics department, our small team covered a huge variety of projects from showreels to pitch work, infographics, branded pieces, pure animations and installations. This variety meant that I was not only able to use my skills in motion graphics but also concepting, editing and camera work too.

One of my biggest projects was preparing a 10-year best of Dare showreel, which was displayed across a range of monitors, etched into a huge Perspex sheet. Each monitor was coated with a special material, which allowed the work to be back projected onto the display. The installation was displayed at the 'Decade of Dare' party, which took place at the Museum of London.

July 2006 – January 2007

Junior Web Designer & Developer, Yell.com Reading, Berkshire

Whilst working at Yell I designed and built html, CSS and JavaScript modules and web pages for Yell.com and Yell Direct. During this time I gained a basic understanding of Perl.

Responsibilities

October 2014 – Present

I am a member of Brunel's Industry Advisory Panel for the 'Digital Design' and 'VFX & Motion Graphics' courses.

Skills

Graphics & web: I work confidently in Adobe After Effects, Premiere, Final Cut Pro, also Photoshop and Illustrator.

Awards & Qualifications

- 2009 **Campaign Big Award.** Awarded for Vodafone Taxi Grand Prix
- 2009 **Lynda.com** After Effects CS3 Intermediate online training course
- 2009 Creative Communication workshop led by Deborah Khan
- 2002 – 2006 Bachelor degree - 1st class with honours
Multimedia Technology & Design, BSc Hons. Brunel University
4-year course with placement year.
Key modules: Multimedia Production Management
Ecommerce & New Business Structures
Emergent Multimedia Technologies
Graphical Communication
Website design
Marketing, Advertising & Consumer Behaviour

Interests and hobbies

Interests

Digital and film photography. I love taking photos with my Lomography Diana camera – It's unpredictable with incredible results and I have some photos exhibited at the Lomography Store Galleries in London.

Rock climbing. I joined an indoor rock climbing wall, looking for a new challenge and to improve my strength. It is certainly a challenge, but one that I really enjoy.

Snowboarding. I love snowboarding and try to get away at least once a year to enjoy the snow.

References – Available upon request