

ALICE COMBE

MOTION DESIGNER

www.alicecombe.com

alicerebeccacombe@hotmail.com

07455 208 704



Motion Designer & Digital Designer with 6+ years' experience creating digital advertising, motion graphics and interactive campaigns across agency and in-house environments. I specialise in bringing creative concepts to life through motion, animation and interactive experiences across digital advertising, CTV, video and social. Experienced in developing concepts, animated mock-ups and final creative for live campaigns, with work created for leading brands including LEGO, Disney, Pokémon, Nintendo, Coca-Cola and McDonald's.

PROFESSIONAL EXPERIENCE

Digital Designer | SuperAwesome | April 2025 – Present

- Create motion-led digital advertising campaigns for leading kids and entertainment brands including LEGO, Disney, Pokémon and Nintendo, across rich media, CTV, video and gaming.
- Develop creative concepts and animated mock-ups from initial briefs, presenting ideas directly to clients and incorporating feedback through creative review and KOC calls.
- Design and animate interactive advertising experiences using After Effects and Celtra, taking creative from concept through to live production.
- Produce interactive and mini-game advertising experiences, combining motion design with engaging interactive mechanics.
- Monitor live campaign performance against client engagement benchmarks and use campaign data to inform creative adjustments and optimisation.

Digital Designer | VML | January 2025 – April 2025

- Designed digital, social and video campaigns for The Times, The Sun and talkSPORT as part of the Pulse Creative Agency team, embedded at News UK.
- Developed animated concepts, digital designs and visual content in collaboration with creatives, copywriters, producers and account teams.
- Presented digital designs, concepts and animations directly to clients, responding to feedback and aligning work with brand objectives.
- Integrated AI-driven tools to enhance workflows and optimise creative execution.

Mid-Level Digital Designer | LoopMe | October 2023 – December 2024

- Designed and animated interactive mobile, desktop and CTV advertising campaigns for brands including Coca-Cola, NARS, Marvel and McDonald's.
- Created motion-led digital experiences using motion graphics, kinetic typography and AR animation across a range of interactive formats.
- Developed creative concepts and dynamic prototypes for new business pitches, using animation and motion to bring campaign ideas to life.

Creative Designer | Beauty and the Boutique | April 2020 – September 2023

- Led creative direction and design across digital campaigns for web, email and social.
- Led a full rebrand and website relaunch, establishing a stronger visual identity and digital experience.
- Managed and mentored a team of designers, supporting creative development and high-quality delivery.

EDUCATION

BA (Hons) Illustration | First Class Honours | University of Plymouth | September 2015 – May 2019

SKILLS

Motion: Motion Graphics, Animation, Kinetic Typography, Video, After Effects

Digital & Creative: Campaign Design, Digital Advertising, Rich Media, Interactive Advertising, Gaming, CTV, Social, Creative Concepts, Art Direction, Client Presentations, Prototyping, Campaign Optimisation

Software: Adobe Creative Cloud, Figma, Celtra, Blender

Training: WPP AI Course, D&AD Strategy 101, Blender 3D, After Effects CC Bootcamp: Beginner to Advanced