

ALICE COMBE

MOTION DESIGNER

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ABOUT ME:

Experienced Motion and Digital Designer with 4+ years of agency and in-house experience, creating thumb-stopping motion graphics, digital designs, social media content and website assets for reputable brands.

Proficient in the Adobe Suite (After Effects, Photoshop, InDesign, Illustrator, Premiere, and XD), Celtra Ad Suite, Shopify, WordPress, Klaviyo and Mailchimp, as well as project management tools like Trello, Asana, and Jira.

I'm now seeking the next step up in my career and looking for a role that allows me to take my passion for big ideas, motion design, and brand advertising to the next level.

EXPERIENCE:

Midweight Digital Designer | October 2023 – Present | LoopMe

- Design innovative mobile, desktop, and CTV ads from concept to delivery for leading clients.
- Use motion graphics, animation and AR to elevate user interaction and bring brand assets to life.
- Collaborate with account managers, sales teams, and developers to deliver impactful advertising campaigns.
- Lead creative brainstorming sessions, contributing cutting-edge insights and concepts.
- Manage multiple projects concurrently, meeting tight deadlines and maintaining high standards.
- Play a key role in securing new business by designing standout creative concepts and animated prototypes.

Creative Designer | April 2018 – September 2023 | Beauty and the Boutique

- Developed and executed strategic creative projects, enhancing brand presence and quality.
- Led all project requirements, including planning, video editing, digital design, social ads and copywriting
- Managed and mentored a team of three creative professionals, fostering collaboration and innovation.
- Improved project efficiency through optimised workflows and resource management.
- Led web and email marketing content initiatives, boosting user engagement and conversion rates.
- Managed and launched a new website, including rebranding all digital and print assets.
- Supervised a team of two creative professionals, driving performance improvements.

Junior Creative Designer | May 2017 – April 2018 | Beauty and the Boutique

- Produced high-quality digital content for social media, web, and email marketing campaigns.
- Contributed to UX/UI design and branding projects, enhancing user experience and brand consistency.
- Conducted image retouching, studio photography, and filming to maintain high visual standards.

EDUCATION:

BA Illustration Degree | University of Plymouth | Sep 2015 - May 2019

1st class Hons degree

Art and Design | Hereford College of the Arts | Sep 2014 - May 2015

Foundation Diploma

A-Levels | Hereford Sixth Form College | Sep 2012 - May 2014

Art, English Literature and Business

GCSEs | Aylestone School | Sep 2006 - May 2012

11 GCSEs grades A-C

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