



LORI MEYER

MOTION GRAPHICS DESIGNER

REEL lorimeyerdesign.com/reel

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ABOUT ME

Motion Graphics Designer & Animator with 7+ years of experience creating 2D animation, branded content, advertising campaigns, and digital experiences.

Experienced in translating storyboards and static designs into polished motion graphics for social, digital, events, and experiential media.

Advanced in After Effects with a strong foundation in design, typography, and visual storytelling.

EXPERTISE

Motion Design
2D Animation
Typography
Editing
Storyboarding
Branding
Advertising
Event / Screen Graphics
Social Media Campaigns
UI Motion

SOFTWARE

After Effects
Photoshop
Illustrator
Premiere Pro
Media Encoder
InDesign

SOCIALS

Linked In, Instagram, Behance
[@LoriMeyerDesign](#)

EDUCATION

Vancouver Film School
2019 - Vancouver, BC Canada
Diploma, Digital Design

Rochester Institute of Technology

2015 - Rochester, NY
BFA, Graphic Design

EXPERIENCE

Partners + Napier - Animator

March 2023 – July 2026 | Hybrid - Rochester, NY

- Produced motion graphics for advertising, social media, events, brand campaigns, trailers, and digital experiences across multiple platforms.
- Contributed motion content for Gold and Silver ADDY Award-winning digital campaigns.
- Translated storyboards and static design assets into polished 2D motion graphics and animated advertisements using Adobe After Effects.
- Created LED screen-based animated content for national and international events for Google, and Xerox, supporting high-profile brand presentations and live experiences.
- Developed animated typography and graphic elements for advertising and social campaigns.
- Refined and repurposed existing animation assets to align with evolving brand guidelines and industry standards.
- Streamlined animation workflows by organizing and optimizing reusable motion assets.
- Collaborated with creative directors, designers, producers, and clients to develop concepts and deliver polished motion assets across multiple platforms for clients including Google, Royal Caribbean, Omnipod, Checker & Rally's, MD Live, Xerox, Wards Science, and others.

Optic Sky Productions - Motion Graphics Artist

March 2020 – October 2022 | Remote - Rochester, NY

- Created 2D motion graphics and animations using Adobe After Effects and Illustrator.
- Designed animated typography, logos, graphic elements, and visual assets for digital campaigns.
- Created promotional videos and animated content for clients including Google, Amazon, Zillow, and Zeplin, others.
- Developed animated lessons and educational content for Accenture Academy.
- Created trailers and promotional graphics for internal Amazon programming and brand events.
- Designed animated logos and branding assets that strengthened clients' visual identities.
- Created animated UI elements and visual transitions to support user-interface flows.

Freelance Designer

October 2019 – March 2020 | Rochester, NY

Viking Social Agency

- Created social media promotional motion graphics, GIFs, video edits, and advertisements for Sony Entertainment movies and television shows.

InFrame Designs Inc.

- Created stage graphics for the 2020 Canadian JUNO Awards musical performances.
- Produced motion graphics and animated architectural and faux-architecture scenes from moodboards using Adobe After Effects.

Partners + Napier

- Created print and digital promotional materials for winery clients and the designers of the Vine team.
- Produced event promotions, tasting notes, and sweepstakes pieces using Adobe InDesign and Photoshop.

BrandMuscle - Graphic Designer

February 2016 – February 2018 | Buffalo, NY

- Designed signs, menus, banners, advertisements, and promotional materials for Southern Glazer's Wine and Spirits
- Developed multiple design concepts while maintaining client brand guidelines.
- Produced high-volume print materials while meeting production deadlines.
- Increased sales opportunities by providing clients with a broader range of promotional design options.