

HEI KUOK

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EDUCATION

Ringling College of Art and Design, Sarasota, FL
Bachelor of Fine Arts (BFA), Motion Design
May 2024

Savannah College of Art and Design, Hong Kong
Rising Star Digital Arts Pre-College program
July 2019

MOTION DESIGN and GRAPHIC DESIGN EXPERIENCE

Design & Animation Intern, Black Math, Boston, MA, June 2024 - Present

- Worked on multiple projects simultaneously, delivering high-quality animations under tight schedules
- Gained practical experience through various government-adjacent motion graphics and animation projects.
- Animated the Studio's rebranded logo in a creative yet professional tone, enhancing the new brand identity.

Motion Graphics Intern, Compadre, Los Angeles, CA, May 2023 - August 2023

- Animated a logo rejoin spot & created social media templates for "The Grandstand" FL broadcast package
- Constructed pitch decks cohesive with established company branding guidelines
- Collaborated with other designers to create motion graphics for engaging seasonal social media posts
- Iterated many designs and concepts, ranging from sports graphics to recreating phone interface for a 30s spot

Motion Designer, Ringling College of Art and Design, Sarasota, FL, August 2020 - Present

As part of an animation & design course:

- Conceived storyboards, animatics, pitch decks, style frames and final animations for various pitches
- Outlined a design direction for a collaborative animation project, executed animation templates via Mogrts
- Filmed with a green screen to make a mock advertisement; keyed, composited & color-corrected footage
- Utilized the Adobe Creative Suite to rig and create 2.5D-styled, rotoscoped experimental animations
- Formatted numerous pitch decks in an efficient manner for completed graphic design projects to present
- Developed various advertisements, mockups and posters with a focus on layout design and typography
- Designed engaging visuals and practiced creating cohesive brand identity packages

Freelance Illustrator, Remote, September 2020 - Present

- Designed album covers for various indie music artists in Hong Kong and NYC
- Commissioned to illustrate key art for a growing Asian-owned jewelry brand

TEACHING and MISC. EXPERIENCE

Motion Design Lab Monitor, Ringling College of Art and Design, Sarasota, FL, August 2022 - Present

- Utilized Illustrator to design and produce laser-cut promotional materials for faculty events and merchandising
- Maintained the equipment in the computer, stop motion, and green screen labs to ensure they were accessible

Designators Team Lead, Ringling College of Art and Design, Sarasota, FL, August 2022 - August 2023

- Communicated with a team of students to reach out & host industry professionals for lectures
- Oversaw scheduling and execution of both in-person & zoom workshops to cultivate passion in fellow students
- Collaborated with other departments to further increase the reach of lectures to other students at the school

Teaching Assistant, Ringling College of Art and Design, Sarasota, FL, June 2022 - July 2022

- Formatted and unified in-class teaching materials independently such as presentation slides & exemplary files
- Assisted professors in teaching various forms of animation to a continuous rotation of students
- Acted as a tutor during lab hours to assist students one-on-one with more complex After Effects projects

HONORS and AWARDS

- **Rookies Award Finalist**, 2024 Portfolio named as Highly Commended, Remote, 2024
- **Juror's Gold Award, Best of Ringling**, Presented by Owner & Executive Creative Director of Sarofsky, Sarasota, FL, 2024
- **Gold ADDYs Award (District 4)**, Presented by AAF Suncoast to students for a WIRED explainer video, Sarasota, FL, 2024
- **Winner - 24 Hour Animation Challenge**, Awarded 1st place in a global competition, Sarasota, FL, 2023
- **Ligature XX: Foundations - Best Illustrative Type**, Type Illustration featured in the exhibition, Sarasota, FL, 2022

SKILLS

Design, Illustration, 2D Animation, 3D Animation, 3D Modelling, AR, Compositing, Pitch Deck Creation, Projection Mapping
Software: Adobe After Effects, Photoshop, Illustrator, Cinema 4D, Octane, Procreate, Google Slides/Suite, Microsoft Suite, Premiere Pro, Adobe Indesign, Adobe XD, Redshift, Figma, Audition
Languages: Fluent in English and proficient in Cantonese & Mandarin.