

DAMIAN FORDER

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CORE EXPERTISE

- Creative Direction
- Motion Branding Systems
- YouTube & Social Channel Optimisation
- Workflow Development & Process Design
- Team Mentorship & Task Allocation
- Resource Planning & Performance Metrics

TECHNICAL CAPABILITIES

- Motion Design & Animation (2D & 3D)
- Social & YouTube Channel Branding Systems
- Video Editing & Post-Production
- Vector & Raster Asset Creation
- Workflow & Resource Management (Asana)

SOFTWARE

- Adobe After Effects
- Cinema 4D
- Photoshop
- Illustrator
- Premiere Pro
- Affinity

EDUCATION

BA Graphic Design

DSSA, Pretoria, South Africa

Graduated 2010

Distinction in Production Theory (2008)

SENIOR MOTION DESIGNER

CREATIVE SYSTEMS & WORKFLOW LEAD

PROFILE

Senior Motion Graphic Designer and creative lead with 10+ years' experience across entertainment, sport and digital media. Specialising in social-first branding, motion systems and scalable design frameworks for global streaming platforms, international airlines and major sports networks.

Known for building structured workflows, refining creative processes and elevating visual standards through thoughtful systems thinking and collaborative leadership.

PROFESSIONAL EXPERIENCE

SENIOR MOTION GRAPHIC DESIGNER

Dec 2022 – Present

Little Dot Studios, London

Leading motion design initiatives across entertainment focused social and digital channels.

Promoted within one year in recognition of creative leadership and operational impact within the entertainment division.

Creative Impact

- Led development of YouTube channel branding and motion systems for major streaming and entertainment platforms.
- Designed title animations, lower thirds and scalable social-first assets.
- Delivered 50+ reusable motion templates to improve content consistency and reduce turnaround time.
- Elevated visual standards across high profile entertainment properties.

Leadership & Operational Impact

- Built and implemented structured workflow systems within Asana to improve task visibility and accountability.
- Developed scalable intake forms and asset categorisation frameworks to support expanding request types.
- Introduced tracking metrics to quantify output volume, workload distribution and resourcing needs.
- Presented departmental workflows, capabilities and creative direction to cross functional teams to improve alignment and clarity.
- Allocated tasks across junior and mid-weight designers, ensuring quality control and deadline alignment.
- Supported conflict resolution and internal communication within the design team.

MOTION GRAPHIC DESIGNER

Oct 2021 – Dec 2022

Little Dot Studios, London

Delivered high impact social media assets and channel artwork for global entertainment brands, contributing to increased engagement and improved brand consistency across platforms.

MOTION GRAPHIC DESIGNER

Sep 2019 – Aug 2021

Anuvu, London

Created motion branding and on screen promotional content for international airline and entertainment clients, spanning fully animated instructional content and broadcast ready assets.

MOTION GRAPHIC DESIGNER

Aug 2018 – Sep 2019

Perform Group, London

Produced motion graphics and editorial packages for global sports media distribution.

MOTION GRAPHIC DESIGNER

Jan 2017 – May 2018

Infinity Media Networks, South Africa

Developed promotional motion content across broadcast, awareness campaigns and political news.

GRAPHIC DESIGN & ADOBE INSTRUCTOR

Sep 2012 – Jan 2017

CTU Training Solutions, South Africa

Delivered accredited Adobe Creative Suite training programmes across graphic design and digital disciplines.