

# 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)

## YOUTUBE

[View channel](#)

## 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 creative frameworks across entertainment, sport and digital media.

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 branding systems, motion packages and integrated campaign assets for major entertainment, sports and digital media properties.
- Created campaign assets, player focused graphics, editorial content and event communications across football, basketball and wider sporting content.
- Designed scalable creative systems including branded templates, motion toolkits and carousel frameworks to support high volume social publishing.
- Produced data led visual content, performance graphics and promotional assets that balanced brand consistency with audience engagement.
- Delivered 50+ reusable motion templates to improve content consistency, efficiency and turnaround times across multiple content streams.

#### *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.

- Mentored and supported designers through creative feedback, workload prioritisation and professional development discussions.
- 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.