

DAMIAN FORDER

Senior Motion Designer | Creative Systems & Workflow Design

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PROFILE

Senior Motion Graphic Designer with 10+ years' experience across entertainment, sport and digital media, specialising in motion branding, scalable creative systems and workflow optimisation. Experienced in leading high-volume creative production, developing reusable design frameworks, improving creative operations and collaborating with cross-functional stakeholders to deliver consistent, high-quality content at scale. Combines hands-on motion design expertise with team mentoring, production planning and process development.

CORE EXPERTISE

Motion Design & Animation • Motion Branding & Brand Systems • Creative Production • Design Systems & Templates • Workflow Optimisation • Creative Operations • Stakeholder Collaboration • Team Leadership & Mentoring • High-Volume Content Production • Resource & Production Planning

PROFESSIONAL EXPERIENCE

SENIOR MOTION GRAPHIC DESIGNER | JAN 2023 – PRESENT

Little Dot Studios, London

Lead creative production across entertainment, sport and digital media, developing scalable motion branding systems, reusable creative frameworks and high-volume content while improving production workflows, quality control and team delivery.

Promoted to Senior Motion Graphic Designer after approximately 14 months, recognising creative leadership and operational impact within the entertainment division.

Creative Impact

- Led the development of motion branding systems, campaign assets and integrated creative packages across major entertainment, sport and digital media properties.
- Designed scalable creative systems including branded templates, motion toolkits and carousel frameworks to support high-volume social publishing.
- Produced data-led visual content, promotional graphics, title sequences, overlays and social-first assets while maintaining brand consistency across multiple digital platforms.
- Developed and maintained a library of 50+ reusable motion templates and branded assets, improving production efficiency, consistency and scalable content delivery.

Leadership & Operational Impact

- Designed and implemented scalable Asana workflow systems, structured intake processes and asset categorisation, improving creative request management, production visibility and accountability.
- Introduced reporting metrics to monitor production output, workload distribution and resource planning, improving operational visibility across the team.
- Collaborated with producers, editors, marketers and creative stakeholders to translate briefs into effective creative while balancing quality, deadlines and evolving business requirements.
- Presented workflow improvements, production standards and creative processes to cross-functional teams, supporting wider adoption of structured ways of working.
- Allocated work across junior and mid-weight designers while maintaining quality standards, production priorities and deadline alignment.

- Mentored junior designers through onboarding, one-to-one coaching, creative feedback and performance development.
- Created internal documentation, playbooks and best-practice resources to standardise workflows, improve onboarding and support knowledge sharing across the wider creative 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 | NOV 2019 – AUG 2021

Global Eagle (now 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 – OCT 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 structured Adobe Creative Suite and graphic design training, supporting students through practical coursework, portfolio development and professional certification preparation.
- Assessed student work, developed practical briefs and supported curriculum delivery, mentoring, performance tracking and programme administration within a higher-education environment.

TECHNICAL CAPABILITIES

2D & 3D Motion Graphics • Video Editing & Post-Production • Vector & Raster Asset Creation • Motion Template Development • Social & YouTube Branding Systems • 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)