

# Lasheryl Mcoy

Motion Graphics Designer

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## EDUCATION

### Bachelor of Fine Arts in Motion Graphics Design at Columbia College Chicago, IL

Aug 2017 - May 2022

Relevant Coursework: 2D and 3D Animation, Typography, Visual Effects, Motion Design Principles, Graphic Design, Storyboarding, Digital Illustration, Art History, Video Editing, and Interactive Media Design.

## LINKS

[linkedin.com/in/lasherylmcoy](https://www.linkedin.com/in/lasherylmcoy)

## SKILLS

After Effects

Cinema 4D

Illustrator

Photoshop

Premiere Pro

InDesign

Blender

## LANGUAGES

English

Dutch

## HOBBIES

Creating digital art and illustrations

## PROFILE

Motion Graphics Designer with 1 year of experience in creating visually engaging and dynamic content for various platforms. Proficient in Adobe Creative Suite and skilled in 2D animation, video editing, and graphic design. Demonstrated ability to deliver projects on time while maintaining high quality standards. Strong communication and collaboration skills, contributing to effective teamwork and client satisfaction. Passionate about storytelling and visual communication, eager to continue growing and developing in the motion graphics field.

## EMPLOYMENT HISTORY

### ● Motion Graphics Designer at Blue Sky Studios, IL

Feb 2023 - Present

- Successfully completed a high-profile project for a major client, resulting in a 25% increase in revenue for Blue Sky Studios and positive feedback from the client on the quality and effectiveness of the motion graphics.
- Spearheaded the redesign of Blue Sky Studios' website, incorporating innovative motion graphics that led to a 40% increase in user engagement and a 20% boost in overall traffic within the first three months of launch.
- Developed and implemented an efficient workflow system for the motion graphics team, reducing project turnaround time by 30% and increasing overall productivity by 15%.

### ● Junior Motion Graphics Designer at Framestore, IL

Aug 2022 - Jan 2023

- Led a team of 3 designers in creating visually stunning motion graphics for a major advertising campaign, resulting in a 25% increase in client engagement and a 15% boost in sales.
- Developed a new workflow process for the motion graphics department, reducing project turnaround time by 30% and increasing overall team efficiency by 20%.
- Designed and animated an award-winning title sequence for a high-profile feature film, contributing to a 10% increase in box office revenue and garnering industry recognition.
- Collaborated with cross-functional teams to deliver 50+ motion graphics projects over the course of one year, maintaining a 95% on-time completion rate and consistently receiving positive feedback from clients.

## CERTIFICATES

### Adobe Certified Expert (ACE) in After Effects

Mar 2022

### Cinema 4D Certified Professional

Dec 2020

## MEMBERSHIPS