



# MOTION DESIGNER JOB SPECIFICATION

**Creative Studio, Permanent  
September 2020, Tommy UK**

## **WE ARE TOMMY, ARE YOU?**

Are you a passionate and driven digital designer with expert motion design skills? Are you able to think conceptually and technically at the same time? Tommy is seeking a talented middleweight Motion Designer to join its international team of creatives, designers, developers and producers creating high-calibre creative work for some of the world's biggest entertainment and brand clients.

This role will contribute to motion and video pieces for social content, web experiences, OOH, and digital ad creation, delivering award-winning work for the likes of Amazon, Netflix, Tesco Mobile, William Grant & Sons, Adobe, and Tottenham Hotspurs.

Tommy searches out the most talented individuals it can find, but a positive attitude and a passion for seeing great work through as part of the team are qualities on which Tommy won't compromise. The successful candidate will have a tremendous sense of pride-in-work balanced with an awareness of client and commercial needs. Ambitious, clever and self-aware; a member of the Tommy team is all of these things and more.

## **RESPONSIBILITIES**

A Motion Designer is a vital part of the Tommy family. The Motion Designer must also be able to bring to life a range of rich experiences, from video to social content to custom formats, OOH, games and microsites. Motion animation skills are key to creating beautifully crafted online experiences with high-quality assets.

Daily you will be expected to do the following:

- Play an active role in projects from concepting, storyboarding, designing and developing to packaging and delivery
- Ensure that motion design is considered as part of the planning and design of every non-static project undertaken at Tommy
- Design motion for sites and interactive experiences under the direction of our senior designers, Art Directors, and Design Director
- Work primarily in After Effects to create engaging, beautiful, emotive, suspenseful or hilarious video sequences as appropriate per project
- Edit video sequences when necessary
- Oversee more junior members of staff in acquiring motion design skills and creating motion design elements in their project work

- Work closely with other team members to improve your design and development skills in line with your individual Personal Development Plan, as agreed and in concert with your line manager

## **SKILLS AND EXPERIENCE**

A Motion Designer must possess a variety of skills around motion and animation disciplines and have advanced experience with digital advertising practices. The successful candidate will have the following skills and experiences.

### **Essential**

- A conceptual understanding of projects and an ability to grasp the integrity of the idea being conveyed
- Expert level After Effects and core creative software skills, ie Adobe Creative Cloud Suite skills (Premiere, Photoshop, Illustrator, etc.)
- Kinetic typography
- Animation ability
- Video editing skills and a strong sense of narrative
- Creative concepting, storyboarding and visual communication skills
- Ability to work in a team to deliver campaigns
- A strong awareness of innovative technologies and a willingness to try things you've never tried before
- Good written and oral communication skills
- Creative problem solving skills (able to work in a fast paced environment with a high level of attention to detail)
- Ability to understand and maintain client's brand requirements, goals and objectives
- Understanding of commonly used specs for social media including but not limited to: Facebook, Twitter, Instagram, TikTok, Reels, and Snapchat

### **Helpful**

- 3D design and animation skills (i.e. Cinema 4D basics)
- Expert sound editing skills
- Experience with AR technologies
- Illustration talent
- Film advertising experience
- HTML5, CSS and Javascript skills - with libraries such as Greensock (GSAP)
- A knowledge of major ad platforms and media specs such as DoubleClick, Sizmek, Flashtalking and Celtra
- Ad building skills (Adobe Edge, Animate CC, Google Web Designer)

## GET IN TOUCH

If you think you've got the skills, talent, and style to be our new middleweight Motion Designer, get in touch with us at [work@thisistommy.com](mailto:work@thisistommy.com). Send your CV and portfolio along with a cover letter email explaining why you are the best person for the job.

We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from diverse or underrepresented backgrounds. Tommy believes the advertising industry should reflect the world to which it speaks.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.