

# Lavinia Panin

Motion Designer  
2D Animator

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• Portfolio: [lpmotion.com](https://lpmotion.com)

Motion Designer and 2D Animator based in Melbourne, with over 6 years of experience working with international clients across agency and freelance settings. Specialising in visual storytelling, character animation, branded content and digital campaigns, with strong expertise in Adobe After Effects and end-to-end video production workflows.

Available for freelance and in-house creative roles.

## EDUCATION

- **MA Illustration and Animation**  
COVENTRY UNIVERSITY  
• UNITED KINGDOM  
09/2018 - 09/2019
- **B.A. (HONS) Media Production**  
COVENTRY UNIVERSITY  
• UNITED KINGDOM  
09/2015 - 05/2018  
*B.A. with Honours First Class*

## SOFTWARE

Adobe After Effects  
Adobe Premiere Pro  
Adobe Illustrator  
Adobe Lightroom  
Adobe Photoshop  
Figma

## CORE SKILLS

Motion Graphics  
2D Animation  
Character Animation  
Concept Development  
Storyboarding  
Video Editing  
Colour Grading

## COMPETENCIES

Client Communication  
Project Management  
Team Collaboration  
Adaptability  
Time Management  
Creative Problem-Solving  
Detail-Orientated

## EXPERIENCE

- **Freelance Motion Designer & 2D Animator**  
COLLABORATE AGENCY | RETAIL EXPERIENCE DESIGN |  
JUSTICE & CARE ROMANIA | SHINE COMMUNICATION |  
LIONSTORY | CADENT | IMAGINEER PRODUCTIONS |  
MAMA QUILLA PRODUCTIONS | MINDRIOT PRODUCTIONS  
• UNITED KINGDOM | ROMANIA | SWITZERLAND  
04/2018 - Present
  - Delivered motion graphics, 2D animation and mixed media content across retail, non-profit and creative sectors, including retail design assets and children's cartoon-style animations.
  - Developed concept-led character design and animated narratives, translating briefs into distinctive visual storytelling aligned with brand tone and audience objectives.
  - Produced templated motion assets for branded campaigns, enabling efficient rollout of high-volume content across digital and social platforms.
  - Maintained long-term collaborations exceeding 3 years producing batch animation projects of 20+ assets per cycle, alongside series-based social media content.
  - Managed full production pipelines from concept development to final delivery, working independently and in collaboration with designers and creative teams to ensure brand alignment and timely execution.
- **Multimedia Designer – Motion Graphics & Video Production**  
PHOENIX CREATIVE • COVENTRY, UNITED KINGDOM  
10/2019 - 06/2022
  - Created motion graphics, 2D animation and video content supporting large-scale campaigns for the university and Students' Union campaigns, contributing to student engagement, event promotion and digital marketing initiatives across various platforms.
  - Collaborated closely with graphic designers and campaign teams to translate strategic briefs into cohesive motion assets aligned with brand identity and audience objectives.
  - Delivered end-to-end video production involving filming, audio recording, lighting setup, editing, colour correction and motion graphics for digital, social and event-based distribution.
  - Captured local and event photography to support campaign rollouts, creating complementary visual assets for web, social media and promotional materials.
  - Managed multiple concurrent projects within a fast-paced agency environment, maintaining production quality and meeting project deadlines.