WEI-LUN “WAYLON” TING

Visual & Motion Designer

Multidisciplinary Design / Art Direction / Brand Systems

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SUMMARY

Multidisciplinary Visual & Motion Designer with experience across creative agencies, corporate environments, government institutions, and commercial brands. Specializing in visual design, art direction, brand systems, motion graphics, and digital experiences. Skilled in leading creative production and developing AI-integrated workflows to translate business objectives into cohesive visual solutions.

EXPERIENCE

Visual & Motion Designer — Spark Media | New York, NY

Nov 2026 – Present

- Lead visual development and multidisciplinary creative teams across integrated brand campaigns, overseeing art direction, production planning, and end-to-end execution.
- Develop commercial advertising, visual systems, motion graphics, 3D animation, VFX, product visualizations, and digital out-of-home (DOOH) campaigns.
- Design and optimize digital experiences through UX/UI design, information architecture, website layouts, and customer journey improvements.
- Develop AI-integrated creative workflows combining generative technologies with advanced compositing and traditional production techniques.
- Partner with clients, executive leadership, and cross-functional teams on creative strategy, brand development, and commercial product launches.

Visual & Motion Designer, Public Affairs & Communications — New York City Government (OATH) | New York, NY

Jun 2026 – Aug 2026

- Developed visual communications, editorial layouts, presentations, and multilingual, ADA-accessible design assets for government initiatives.
- Led creative planning and multimedia production for digital campaigns, LinkNYC, subway displays, and public outreach.
- Coordinated internal stakeholders and external production partners across creative development, review workflows, and delivery.

Visual & Motion Designer — Silver Skye New York Corporation | New York, NY

Dec 2025 – Nov 2026

- Designed brand visuals, motion graphics, visual systems, and digital experiences for commercial campaigns and client-facing initiatives.
- Selected projects: Brooklyn Nets, Fiery Crab × New Orleans Pelicans, NaiSnow USA, Amazon Fire TV Ambient Experience explorations, and Alpaca Health.

Visual & Motion Designer — JMP | New York, NY

Jun 2024 – Dec 2025

- Developed visual communications for product launches, B2B marketing campaigns, trade shows, and corporate sales initiatives.
- Designed presentation systems, marketing collateral, and modular templates for the International Builders’ Show (IBS).
- Translated technical product information into 2D/3D visualizations, motion graphics, and reusable design systems.

Visual & Motion Designer — Underscore | Taipei, Taiwan

Jan 2020 – May 2022

- Led visual development and art direction for Aliisha: The Oblivion of Twin Goddesses, a Nintendo Switch title.
- Developed visual systems, motion assets, and production-ready designs for internationally distributed entertainment projects.

EDUCATION

MFA, Computer Arts — School of Visual Arts, New York | 2024
BA, Animation & Interactive Media — National Taiwan University of Arts | 2019

SKILLS

Creative Direction · Art Direction · Team Leadership · Brand Systems · Typography & Layout · Motion Graphics · 3D Animation · VFX · DOOH · UX/UI Design · Web Design · Information Architecture · Shopify · Creative Project Management · AI Workflow Development · Generative AI (Runway, Higgsfield, Gemini, Claude, ChatGPT) · Adobe Creative Suite · Figma · Cinema 4D · Redshift · Presentation Design · ADA Accessibility · Basic HTML