

WEI-LUN "WAYLON" TING

Visual & Motion Designer

Motion Design / Brand Systems

New York City · waylonting.design · linkedin.com/in/itswaylonting · waylonting@gmail.com

SUMMARY

Visual & Motion Designer specializing in public-facing communications, brand systems, motion-based design, and AI-assisted creative workflows for institutional, marketing, and product teams. Skilled in developing cohesive graphic and motion systems across presentations, digital campaigns, product storytelling, and generative AI-driven visual exploration.

Experienced in translating complex information and brand concepts into clear, polished visual solutions while collaborating with fast-paced, multidisciplinary teams.

EXPERIENCE

Visual & Motion Designer, Public Affairs & Communications — NYC Office of Administrative Trials and Hearings (OATH) | New York, NY

Jun 2026 – Aug 2026

- Serve as an in-house visual and motion designer supporting newsletters, outreach campaigns, presentations, templates, and multilingual, ADA-accessible public communications.
- Lead creative planning and production of adaptable short-form video and motion graphics for social media, LinkNYC, subway displays, and other public-facing digital channels.
- Coordinate internal stakeholders and external video production partners across scope, scripts, b-roll, review workflows, and deliverables while building reusable design systems and production assets.

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

Dec 2025 – Present

- Designed visual and motion assets supporting brand, product, and client-facing communications across campaigns, presentations, and digital platforms.
- Selected project work includes Brooklyn Nets Lunar New Year cultural programming, Fiery Crab × New Orleans Pelicans partnership visuals, NaiSnow USA brand motion content, Amazon Fire TV Ambient Experience explorations, and the Alpaca Health brand and digital experience system across web, provider marketing, events, and social.

Visual & Motion Designer — JMP | New York, NY

Jun 2024 – Dec 2025

- Produced structured communication assets for product launches, marketing campaigns, national trade show presentations, and internal / external sales materials.
- Developed presentation systems, sell-sheet style layouts, reusable templates, and production-ready visual assets for the International Builders' Show.
- Converted technical product information into clear 2D / 3D visual and motion graphics for B2B communication.
- Built modular After Effects / Cinema 4D templates to standardize output and reduce revisions.

Visual & Motion Designer — Underscore | Taipei, Taiwan

Jan 2020 – May 2022

- Led visual direction and production assets for narrative-driven digital projects, including *Aliisha: The Oblivion of Twin Goddesses*, a Nintendo Switch title.
- Designed motion systems, visual structures, and production-ready assets for internationally distributed creative projects.

EDUCATION

MFA, Computer Arts — School of Visual Arts, New York

Sep 2022–May 2024 GPA: 3.8/4.0

BA, Animation & Interactive Media — National Taiwan University of Arts

Sep 2015–May 2019 GPA: 3.8/4.0

RECOGNITION & AFFILIATIONS

NBA · NYC Public Sector · Nintendo Indie World · IGN · Famitsu · SIGGRAPH · ASIFA-Hollywood · Eurographics · The One Club

SKILLS

Brand & Marketing Design · Visual Systems · Typography & Layout · Motion Graphics (After Effects) · Presentation Design (PowerPoint / Google Slides) · Figma · Adobe Illustrator · Photoshop · InDesign · Generative AI (Runway, Higgsfield, ChatGPT / GPT Image, Gemini) · 3D Visualization (Cinema 4D, Redshift) · Template Systems · Information Design · UX & Accessibility Awareness · Basic HTML for email templates and marketing communications · Packaging & Product Visuals · Canva