

LILITH HAIG

Motion Graphics Artist
/ Motion Designer

lilithhaig.com

[linkedin.com/in/lilith-haig](https://www.linkedin.com/in/lilith-haig)

EST (New York)



ABOUT ME

Motion designer with 5+ years of experience creating high-impact animation and scalable content systems across multi-brand environments. Specializes in **2D animation and motion systems**, with additional experience in **3D workflows**. Proven ability to independently manage production pipelines, build efficient workflows, and deliver **high-volume content in remote, asynchronous teams**.

EXPERIENCE

Motion Graphics Artist - PracticeTek

Remote (US), April 2025 - present

- Operate as the sole motion designer, setting creative standards and managing production independently
- Own end-to-end production of all video and motion content across a portfolio of 12 brands, supporting marketing, product, and social teams
- Create motion graphics, edit video, and perform rotoscoping for multi-channel content
- Built and maintain the company's motion design infrastructure, including scalable templates, file systems (Dropbox), and asynchronous review workflows
- Leverage AI tools (ElevenLabs, OpusClips, Claude, Gemini, ChatGPT) to streamline workflows and significantly increase output

Motion Designer - Clover Learning

Remote (US), Feb 2024 - April 2025

- Produced animated educational content and 3D visuals for STEM and healthcare topics using After Effects and Cinema4D
- Translated complex concepts into clear, engaging visual narratives

2D Animator - Verizon

Hybrid (NYC), May 2021 - Feb 2024

- Designed and produced motion graphics for social, web, and digital signage campaigns
- Developed custom After Effects scripts, saving 6–10 hours per week per team member
- Collaborated with designers and developers to prototype motion for digital experiences
- Mentored junior designers and supported onboarding

FREELANCE

Principal Designer - Creative Placemaking Communities

July 2021 - Present

- Led rebrand driving 400%+ increase in web engagement
- Designed campaigns increasing event attendance by 40%
- Designed and built CPC Network, a paid social platform, expanding community engagement and revenue opportunities

TOOLS

General: Adobe After Effects, Premiere Pro, Illustrator, Figma, Cinema4D, Python

AI Tools: ElevenLabs, OpusClips, Claude, Gemini, ChatGPT

CORE STRENGTHS

- Remote Collaboration & Async Workflows
- Motion Systems & Scalable Templates
- High-Volume Content Production
- Process Building & Optimization
- Cross-Functional Communication
- Visual Storytelling for Complex Topics

CERTIFICATIONS

- **AI x Design Thinking**
Ideo U, 2026
- **Advanced Motion Methods**
School of Motion, 2025

EDUCATION

BA, Studio Fine Arts & Art History
Union College — Schenectady, NY