

EXPERIENCE

02/2025 – 07/2025

Motion Designer
American Honda, Inc. – Torrance, CA

Designed HMI (Human-Machine Interface) interaction experiences for Honda's Advanced Design team, translating product goals and technical constraints into user-centered design solutions for large-screen automotive displays. Created user flows, wireframes, and high-fidelity prototypes for in-vehicle interfaces that made complex automotive technology intuitive and easy-to-use. Developed comprehensive design systems for VR experiences and emerging interfaces, establishing scalable visual standards and interaction patterns. Collaborated closely with product designers and engineers to advocate for user needs while balancing technical constraints. Owned design process from initial concept exploration through iteration to final specifications.

09/2024 - 07/2025

Motion Graphic Designer
HeyGen – Los Angeles, CA

Translated creative briefs into dynamic visual designs for AI-powered platform's web and social media channels. Created go-to-market motion graphics and animations that communicated product value through visual storytelling, transforming complex AI concepts into simplified, user-friendly experiences. Developed UI animations and explainer videos optimized for web and mobile platforms. Collaborated with marketing and product teams to ensure designs aligned with strategic objectives and brand identity.

01/2023 - 02/2025

Motion Designer & 3D Visual Lead
WONGDOODY – Culver City, CA

Led creative direction for T-Mobile's go-to-market campaigns, designing motion graphics and animations for web, social media, and digital platforms. Translated strategic briefs into compelling visual experiences across multiple touchpoints including store installation, OOH, websites campaigns, and social content. Created visual assets for T-Mobile's Valentine's Day campaign (2024), developing motion graphics system that told brand story through animation principles and dynamic typography. Established visual design standards and documentation ensuring consistency across digital channels. Managed design teams to deliver aesthetically pleasing solutions with exceptional attention to detail.

09/2021 – 05/2022

Motion Designer & Visual Strategist
Sugar23 – West Hollywood, CA

Designed user experiences and interaction flows for platform X4Y across web and mobile interfaces. Created wireframes, prototypes, and visual designs translating product vision into intuitive user interfaces. Developed design systems and visual standards maintaining consistent user experience across platforms. Collaborated with strategists and developers to ensure design solutions aligned with technical constraints and user needs.

02/2020 – 04/2020

Visual Lead
Waymo – Pasadena, CA

Led creative team in developing motion graphics and visual presentations for autonomous driving technology. Transformed complex technical concepts into simplified, elegant visual storytelling. Established unified visual design language and motion standards. Successfully presented creative concepts resulting in selection for advertising campaigns.

01/2018 – 12/2019

Motion Graphics Designer & Creative Collaborator
Midnight Sherpa – Los Angeles, CA

Designed visual experiences and interface elements for television and digital platforms. Created design solutions collaborating with multidisciplinary teams. Contributed to interaction design and visual problem-solving across multiple mediums.

YOYO DONG BRAND & MOTION & 3D

YOYODONGMOTION.COM
yoyodiybird@gmail.com
6264971266

EDUCATION

01/2016 – 04/2021

ArtCenter College of Design – Pasadena, CA
Bachelor of Fine Arts in Graphic Design

01/2023 – 05/2024

Westcliff University – Irvine, CA
Master of Computer Science in Website Design

RECOGNITION

Newdays Onboarding App

UX DESIGN AWARDS 2022
Nominated

INDIGO 2022
Gold in Digital Design 2022, Freelancer
Gold in Apps 2022, Freelancer

A' DESIGN AWARD 2022
Desktop Application Winner

EXPERTISE

Technical Expertise

- **Motion Design:** Cinema 4D, Redshift, After Effects, Adobe Creative Suite
- **UI/UX Tools:** Figma, Lottie, Rive
- **3D & Rendering:** Substance Painter, Marvelous Designer
- **Emerging Tech:** AI tools (ChatGPT, Midjourney, Runway, ComfUI...), HTML
- **Creative:** Concept drawing, photography
- **Familiarity With:** Houdini, XParticles, Unity, Unreal Engine 5

Core Strengths

- **User-Centered Design:** Translating user insights and product goals into intuitive interaction designs from concept to launch.
- **Large Screen Expertise:** Designing for HMI interfaces, VR experiences, and 10-foot viewing distances with accessibility considerations.
- **Design Process Ownership:** Leading from concept exploration through wireframes, prototypes, iteration, and final specifications.
- **Emerging Technology:** Utilizing latest AI tools and technologies to transform complex concepts into simplified solutions.
- **Cross-Platform Design:** Deep understanding of visual design across web, mobile, email, and social media formats.