LUCY R, WU

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MULTIDISCIPLINARY DESIGNER - MOTION AND BRANDING

Multidisciplinary designer with 5+ years of experience across brand identity, motion design, digital media, and visual storytelling. Skilled in end-to-end creative development, translating brand strategies into cohesive visual experiences across campaigns, social media, e-commerce, and events.

EDUCATION

B.A. Design in Animation
University of Technology,
Sydney

SKILLS

Brand Identity, Visual Storytelling, Art Direction, Illustration, Motion Graphic Design, Video Editing, Email marketing, Editorial Layout, Print/Packaging Design, E-commerce Design, 3D Modeling, UI/UX design

SOFTWARE

Adobe Creative Suite:
(After Effects, Premier, Photoshop, Illustrator, InDesign), Final Cut Pro, Procreate, Figma, Blender, Maya 3D, Shopify, Klaviyo

LANGUAGES

- Mandarin Chinese
- English

WORK EXPERIENCE

Design Strategist April 2026 - Present
PhoenixCare, New York

- Cross-collaborated with marketing, sales, and clinic operation leaders to align customer insights with campaign strategies, and optimized digital patient journeys across website and booking funnels to enhance usability and lead conversion
- Conducted weekly analysis of Klaviyo campaign performance, customer acquisition costs and trends, combining with clinic insights to optimize marketing campaigns
- Assist with executing brand activation for company events, VIP engagement initiatives, and deliver consistent customer experiences to strengthen relationships.

Brand Designer Oct 2023 - March 2026
Beauty Within, New York

- Led a full in-house brand re-brand, developing a cohesive visual identity and creative direction across digital, social, e-commerce and marketing platforms.
- Collaborated with the Director to evolve the e-commerce web with new visual direction, product imagery and promotional content, contributing to a 3 x revenue increase from 2024 to 2025)
- Designed event branding and promotional/print collateral that strengthened brand consistency, attracted gen-z audiences, and supported successful sell-out events.

Motion Graphics Designer Feb 2019 - Oct 2023
Beauty Within, New York

- Developed and executed motion concepts from idea to final delivery, creating brand-aligned visual storytelling assets for YouTube, social media, and web campaigns.
- Supported video content by translating key information and data into animated graphics, contributing to x2 subscriber growth from 2020–2025
- Collaborated with video editors to develop reusable motion graphics and visual assets, streamlining production workflows and reducing turnaround time by 40%.