

TOLU AINA

[Linkedin](#) | [Tolu's Portfolio](#)

Liverpool, England

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EDUCATION

University of Ibadan, Nigeria.

Bachelor of Science in Human Physiology GPA: 4.4

2013 – 2018

SKILLS SUMMARY

- **Tools** Adobe creative suite, Final cut pro, Davinci Resolve, Blender, Spline , Rive, Lottie.
- **Skills** Creative direction, Storyboarding, Illustration, Video editing, 2D &3D Animation, Motion design, Typography, Green screen techniques, Traditional Animation, Augmented-reality, virtual-reality.
- **Soft Skills** Rapport building, Strong stakeholder management, People management, Excellent communication, Critical thinking, Adaptability, Time management, Teamwork

WORK EXPERIENCE

Adliven | Motion Designer (Freelance)

December. 2022 - Present

- Created 2D animated user acquisition videos using Adobe After Effects and Premiere Pro, resulting in a 20% increase in customer engagement and conversions.
- Designed and edited video footage to create engaging advertisements that resulted in a 40% increase in conversions.
- Developed storyboards for the team using Photoshop and Illustrator.

uLesson Education / Miva | Senior Motion Designer (Full time)

August 2022 – May 2024

- Developed 100+ engaging explainer videos for uLesson app, driving a 20% increase in app downloads.
- Collaborated with the R & D team to implement AI-driven solutions, reducing production time and cost by 30%.
- Created visually appealing lower thirds and transitions templates using After Effects and Adobe Illustrator, streamlining the production process and improving visual consistency.
- Stayed updated with the latest industry trends and techniques, continuously enhancing skills in motion graphics, animation, and visual effects.

Video-Remix | Visual Designer (Contract)

October. 2021 - July. 2022

- Improved user experience by developing new website design templates, resulting in a 20% increase in user engagement and satisfaction.
- Saved time and enhanced project tracking by completing reports on project progress, leading to a 15% reduction in project completion time.
- Produced professional visual presentations that contributed to a 25% increase in sales conversion.

PROJECTS

Bauhaus Design Principles in Motion design | [LINK](#)

- Worked as a storyboarder and motion designer on this project.
- Worked in a team of 4 and helped direct the style creation

Home | [LINK](#)

- Worked as a storyboarder, motion designer and creative director on this project.
- Applied Traditional animation skills to achieve smooth and life-like animation.

Perspective | [LINK](#)

- Worked on a team of 4 as a motion designer in this project, the project explores the abstract concept of perspective
- Directed this project and placed 2nd in the Ravie.co motion design competition

CERTIFICATES

School of Motion

[After Effects Kickstarter](#)

- Remastered the fundamentals of motion design and animation with After Effects.
- Acquired expertise in crafting explainer videos in Aftereffects

Centre of Excellence

[Graphic design diploma :Distinction](#)

- Mastered the fundamentals of design, design thinking and problem solving with design.

Airstart by Superside

[Motion design for advertising](#)

2022

2021

2022