Lorenzo Castelnuovo
Motion Graphics Designer

0759 64 86 018

Colinton Mains Grove, EH13 9DG, Edinburgh

lorenzo.castelnuovo92@gmail.com

Visit by clicking:

My showreel ⤴   Vimeo ⤴

LinkedIn ⤴   Portfolio Website ⤴

Hi, I'm Lorenzo, an Edinburgh based motion graphics designer and video editor.

I am looking for job roles that include (but are not exclusive to) editing or creating video content with Motion Graphics mixed in. I enjoy making moving vector-based videos, short advertising movies and planning location shoots.

Design for me is the perfect union between creative and technical thinking. I have in-depth knowledge of current design softwares and platforms and I like to keep my workflow always up to date with the current development of tools and trends. My skills cover a wide range of subjects, making my approach to a brief easily adaptable to any creative need.

My Core Skills: Motion Graphics, Video Editing, Colour Correction & Grading, Graphic Design

Work Experience

2023
June - Present

Senior Marketing Artist ⤴ Click to view project details
Outplay Entertainment [outplay.com] - Indipendent mobile game developer - Dundee, Scotland

Producing video ads for User Acquisition on ad platforms such as Moloco, Chartboost, Google Ads, Meta Ads, TikTok, Snap and Unity Ads ▪ Create static imagery for the app store pages (Google and Apple) and for limited time events ▪ Edit and work with 3D models to enhance the mobile ads animation quality ▪ Liaise with the UA and Product teams to iterate, change or ideate video concepts that can capture and retain our audience

March 2021
June 2023

Motion Designer ⤴ Click to view project details
Mapal Group UK [mapal-os.com/en] - Hospitality management solutions - Edinburgh, Scotland

Creating instructional motion graphics videos for hospitality staff training ▪ Ideating a video with storyboards and style frames all the way to the finished product ▪ Working with audio editing software such as Adobe Audition to insert music and VO for each video ▪ On-site video shooting at conferences or in house recording for learning material, assisting the recording and working in post-production ▪ Colour correction & grading of video footage

Freelance
2018 - 2021

Freelance Motion Graphics ⤴ Click to view project details
Vidsy Media Limited [vidsy.co] - Online mobile video ads platform - London, England + NYC

Motion Graphics and Video Editing for mobile ads ▪ Working for different platforms such as Instagram, Pinterest, Facebook, and Snapchat ▪ Clients: Blizzard Entertainment, Lancome, Compare the Market, Henkel, Now TV, Flash UK

July 2020
March 2021

Motion Graphics Designer
Lola's Lashes [lolaslashes.co.uk] - UK Cosmetics Retailer - Livingston, Scotland

Fast paced startup work environment with quick turnaround time ▪ Worked on countless social media videos for Instagram, Facebook and Google Ads ▪ Directed in-house product photoshoots and edited the shots for Lola's Lashes e-commerce website ▪ Liaised with internal performance marketing manager to aim videos towards the right target audience

2019
May - June

University Work - NHS Client + Internal Projects
Edinburgh Napier University - Merchiston Campus, School of Computing - Edinburgh, Scotland

Video editing for NHS Lothian Dermatology Department ▪ 2.5D puppet rigging for animation using Duik ▪ Storyboarding and planning ▪ Branding design for university labs ▪ Poster redesign ▪ Wordpress editing for school of computing open day workshops

Freelance **2018-2020**	**Freelance Digital Media Tutor** Firetech UK [firetechcamp.com] - Edinburgh, Scotland

■ **Summer Camp** - 1st to 12th of July 2019 - Deloitte LLP, Saltire Court / The Edinburgh Academy

Week 1: Teaching 9yr olds Coding using Ozobot, Scratch, Blockly and Tinker ■ Learning outcome of basic code logic ■ Leading projects about app design, game design and basic stop frame animation ■ Guiding the kids through every activity and correcting mistakes

Week 2: Teaching 14yr olds Creative Digital Design via Photoshop, Illustrator and Premiere projects ■ Image editing ■ Simple logo design and vector projects ■ Video shoot and planning using storyboarding and mobile/laptop for editing

Skills

Hard Skills

Motion Graphics Design ■ **Video Editing & Colour Correction** ■ 3D Animation ■ Graphic Design (Digital & Print) ■ Storyboarding ■ Editorial Design ■ Branding & Visual Identity ■ Web Design

Soft Skills

Working with licensed IPs (e.g. Hasbro) ■ Creating engaging 3D ads from concept to delivery ■ Designing for performance-based marketing (UA/ROI focus) ■ **Feedback-friendly and iterative mindset** ■ Creative problem solving ■ **Cross-functional collaboration with marketing, production, and art teams** ■ Adapting brand guidelines to mobile-first campaigns ■ Quality control of visual assets ■ Strong communicator (both visually and interpersonally) ■ **Fast and adaptable learner** ■ **Collaborative team player** ■ Extreme attention to detail

Tools

Ps	Ai	Id	Pr	Ae	Au	Blender	DaVinci Resolve	Cinema 4D	Unreal Engine
Photoshop	Illustrator	InDesign	Premiere Pro	After Effects	Audition	Blender	DaVinci Resolve	Cinema 4D	Unreal Engine

Education

Sept 2018- May 2020

BSc (Hons) Digital Media & Interaction Design
Napier University Merchiston Campus - Scotland, Edinburgh - **Award:** First Class Honours

Design Thinking & Doing (81%) ■ 3D Modelling (74%) ■ 3D Animation (73%) ■ Motion Graphics (74%) VFX (76%) ■ Digital Storytelling (63%) ■ Scripting for Interactive Media (76%) ■ VFX Storytelling (71%)

Honours: I developed a VR cinematic experience. I am using Unreal Engine for the 3D environment and an Xbox Kinect sensor to obtain motion capture data. It will then be viewed using an HTC Vive to interact with the scene itself.

2016 - 2018

HND Interactive Design
Edinburgh College Granton Campus - Scotland, Edinburgh

About Me

Languages

Bilingual Italian/English ■ Fluent Spanish ■ 5 years of French

General
IT Knowledge

MS Office Package (Work, Excel, Powerpoint) ■ Windows operative systems from Vista to Windows 10 ■ **HTML5**, **CSS3**, basic JavaScript and C++ ■ **Mac OS**

Interests

Board Games ■ DIY ■ Retro gaming & Modding ■ Woodworking

Driving
Licence

UK full ■ A, B1 and B