

MEL LOU CREATIVE DESIGNER



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London

Personal Statement

Creative Designer born and raised in London, with hybrid illustration, photography and video capabilities. Thrives in a fast-paced team environment. Looking for challenging creative work to utilise and develop existing design and motion skills.

Software Skills

Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Cinema 4D
Adobe Lightroom
Adobe Premiere Pro
Sketch

Portfolio



mellou.co.uk

Experience

Designer

BBC

April 2019 - Present

- Creating animations for online and social media platforms such as **BBC Stories and BBC Ideas**. Having creative freedom with this was incredible, as it was informative content created for young people.
- Designing motion graphics for BBC news programmes. The strict brand guidelines were challenging as there was a very limited colour palette.
- Being involved in the brand design of BBC iPlayer thumbnails for the 6 o'clock and 10 o'clock news.

Freelance Motion Designer

Self-Employed

October 2018 - April 2019

- Worked with international advertising agency TBWA animating assets for the **2018 Adidas campaign featuring influencers from London**, championing London's diverse and eclectic culture. These were featured as adverts across Instagram, Snapchat, Facebook and broadcast.
- Freelanced on animation projects at BBC for animated stories that would feature on **digital platforms and aired on news channels**.
- Created social and digital content for Cosmopolitan's Snapchat channels. A fun and very stylised brand to generate content for.

Digital Designer

Think Jam

January 2018 - May 2018

- Responsible for designing concepts for digital platforms for brands such as **Netflix, HBO, ABC, 20th Century Fox** and more. These included typographic quote cards, cinemagraphs and movie teasers.
- Brainstorming with fellow designers, producers and art directors to come up with ideas to pitch to clients. Designing decks for pitches, working from a brief and creating storyboards for clients.
- Assisted in the creation of a 360 video made for Facebook for the release of **Peter Rabbit (2018)**. Working alongside our motion designer and senior designers to artwork and then animate ready for delivery.

Animator/Motion Designer

MTV UK & Comedy Central

August 2016 - January 2018

- Working to tight deadlines to create daily editorial content to go live on **MTV's social accounts like Snapchat, Instagram and Facebook**. Responsible for the general design and look of the social pages, specifically overseeing the animated techniques used across platforms.
- Creating interstitials and bumpers aired internationally across all MTV regions for broadcast. Responsible for concept all the way through to creating the final product.
- **Shot and edited short-form videos for travel and lifestyle strands** on the MTV website. Working independently on these projects meant I also built graphics and sound edited these videos.

Junior Creative Designer
MTV UK
June 2015 - June 2016

- Spent 1-year in an intense internship designing graphics and animations for on-air promos. Working closely with the promo producers who were responsible for editing the videos and directing what kind of graphics they wanted.
- Print materials for MTV events and festivals were also projects I worked on. **Artworking assets from huge posters to small banners** using the MTV branding.
- Designing internal flyers, posters and email signatures **used across the company** were also part of my role.

Commissioned Freelance Projects

All freelance projects can be found at mellou.co.uk



Illustrated and animated a 60-second animation for non-profit, Fawcett Society. The animation was about breaking gender stereotypes amongst children.



Illustrated an abstract piece for The Guardian an entire issue made up of articles, illustrations and photographs by women of colour and non-binary people of colour.



Commissioned to animate a 60-second long piece for the 2018 International Aids conference, played to an audience of thousands and streamed on Facebook Live to millions.



Created an array of illustrations for the gal-dem zine website and illustrations in two of their print issues.
Animated several pieces for their Instagram grid, including pieces projected on screens and walls at gal-dem events.



Illustrated several pieces for the Munchies website to go alongside articles focused on young people's fascination with food and dining.



Created five looping GIF-like animations. This was in collaboration with the 2017 exhibition 'Soul of a Nation' and was uploaded alongside an article titled 'How to start a movement'.

Education

First Class Honours
BA (Hons) Film & TV Production
Bucks New University
(2012 - 2015)

Directing, editing, art directing, producing and camera operating on films by peers and myself. Exercised my team work and technical skills. Worked in collaboration with BBC Introducing to shoot live music for their social channels. During university I also assisted on set for production companies such as: Sky Arts, BT, Associate Rediffusion Productions, Smith & Werber Productions.