

Juliana Eiger

Illustration ♦ Motion Graphics Design

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Professional Experience

Co-Founder / Creative Director

📅 11/2024 - Present 📍 Los Angeles, CA

Hunu Interactive

- ✦ Coordinate branding and marketing efforts, creating compelling visual campaigns that resonate with the gaming community and drive player acquisition and retention;
- ✦ Develop animated content for promotional and in-game content, social media, and trailers, boosting the game's visibility;
- ✦ Oversee the entire creative pipeline, from concept development to asset implementation, collaborating with a multidisciplinary team of artists, designers, and engineers.

Motion Graphics Designer / Animator

📅 12/2018 - 01/2024 📍 New York, NY

Paramount Global

- ✦ Designed and produced broadcast design packages for high-profile shows such as Yellowstone (second most watched show on cable television; source: Nielsen), 1883, Bar Rescue, Ink Master;
- ✦ Collaborated on Pro Max North America Gold and Silver winning pieces, such as Killer Classics 2021 and 2022;
- ✦ Conceive and executed illustrations and animations for on-air and off-air content to promote network and social media, in youtube and/or instagram for channels such as Paramount Network, TV Land, Comedy Central and MTV;
- ✦ Tailored and refined toolkits on After Effects for efficient and consistent animation and design processes;
- ✦ Collaborated closely with producers, editors, art/creative directors, VPs and other departments to integrate and deliver animated content.

Freelance Motion Graphics Designer

📅 11/2018 - 09/2019 📍 New York, NY

Disney ABC Television Group

- ✦ Exported and cataloged animated graphics in different formats for use on LED screens at Times Square, NY;
- ✦ Facilitated animations and presentation designs for 2019's Up Front experience event, on the iconic Lincoln Center in NY.

Motion Graphics / Digital Designer

📅 04/2018 - 09/2018 📍 New York, NY

Polywise INC, Imprint App

- ✦ Prepared assets and animated 30+ interactive educational modules for the Imprint app pre launch and beta phase;
- ✦ Created and refined UX/UI components such as interactive buttons, intuitive menus, and user-friendly interfaces.

Motion Graphics / Digital Designer

📅 06/2017 - 03/2018 📍 New York, NY

Quidd Media

- ✦ Conceptualized and completed 50+ motion content pieces, including GIFs and digital cards for Quidd's digital collectibles;
- ✦ Developed engaging animations for digital marketing initiatives and social media;
- ✦ Coached a team of 6 other designers on animation principles and After Effects crash course.

Animator / Motion Graphics Designer

📅 07/2010 - 05/2014 📍 Rio de Janeiro, Brazil

Globo (formal Globosat)

- ✦ Conceptualized, illustrated and animated 10+ show openings and on air packages for 5+ TV channels, such as GNT, Canal Brasil, Multishow and Viva;
- ✦ Crafted storyboards for diverse promotional content and show openings ensuring cohesive visual storytelling;
- ✦ Started off as an intern and quickly climbed up the ladder turning into a full time employee in less than 2 years time, while attending Graphic Design College.

Education

Associate Degree in Illustration

📅 06/2015 - 06/2017 📍 New York, NY

Pratt Institute

- ✦ Made to the Presidents and Dean's for Outstanding Academic Performance for all 4 semester;
- ✦ Achieved top-tier recognition with the Outstanding Merit graduation award, ranking in the top 1% of the graduating class;
- ✦ Hired by Pratt's IT department, whilst a student, to work with web development and digital design.

Continuing Education in Illustration

📅 07/2014 - 09/2014 📍 New York, NY

School of Visuals Arts

Bachelor in Graphic Design

📅 08/2008 - 08/2012 📍 Rio de Janeiro, Brazil

PUC-Rio University

- ✦ Completed 1 year abroad in Zurich, Switzerland as an exchange student at Zurcher Hochschule der Kunst College.

Skills

Creative & Technical

After Effects · Illustrator · Photoshop · Premiere Pro
Cinema 4D · Blender · Unreal Engine · Figma

Animation & Design

2D & 3D Animation · Character Animation · Motion Graphics
Storyboarding · Traditional & Digital Illustration

Brand & Communication

Branding · Logo Design · Typography · Color Theory
Visual Identity Systems · Presentation Design

Languages

Portuguese Native

English Fluent

Spanish Advanced

German Basic

Certifications

Become a Technical Artist

ELVTR

Python · Unreal Engine 4 · Shaders · Pipelines · Blueprint
Graphical User Interface · Visual Effects · Batch Processing
Automation · Game Development

