LANI BALANSAG

DESIGN AND POST-PRODUCTION

EMPLOYMENT HISTORY

AUG 2020 - PRESENT

Contract Motion Designer, Video Editor, Graphic Designer, Photo Editor, Oliver Thomas, Remote

- Creating commercials and promotional video.
- Designing and animating lookbooks, web banners, and social media ads.
- Retouching and formatting product and lifestyle images for brand use.

SEP 2024 - PRESENT

Freelance Motion Designer, Video Editor and Graphic Designer, Remote

- Past work includes editing and animating high-impact promotional videos, developing logos and brand content, and designing animated elements and VFX.
- Clients include Ally Financial, Ford Motor Company, Quantum Fuel Systems.

JUL 2021 - SEP 2024

Motion Designer, Video Editor and Graphic Designer, Imagination Detroit, Birmingham, MI

- Created motion graphics and video for live events, installations, activations, advertisements, and presentations.
- Designed print and digital graphics for live events and presentations.
- Assisted with visual and creative development within projects.
- Worked on web design and produced assets for UX/UI projects.

JUL 2019 - OCT 2020

Motion Designer, Video Editor and Graphic Designer, Mindfield, Detroit, MI

- Created motion graphics and video for live events, installations, activations, projection mapped media, advertisements, and presentations for various clients.
- Designed digital and print graphics for promotional posters and presentations.

EDUCATION

2015 - 2019

BFA in Entertainment Arts, College for Creative Studies, Detroit, MI

Concentration in Film

SKILLS

Adobe After Effects

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Adobe Premiere Pro

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Adobe Illustrator

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Adobe Photoshop

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Cinema 4D

Microsoft Office

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Keynote

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Adobe InDesign

Figma

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Sketch

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Unreal Engine

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Klaviyo

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Jira

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Blender

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Pro Tools

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LINKS

Portfolio