

1. Anil Rinat
Motion Designer & Art Director
📍 London, UK
<https://shakilanil.com>
anilr138@gmail.com
[@shakilanil1](#)

2. Professional Summary

Multidisciplinary Motion Designer & Art Director with 7+ years of experience crafting high-end visual content. Expert in blending traditional motion graphics with 3D and emerging AI workflows to elevate brand storytelling. Proven track record in leading creative teams and delivering award-winning visuals for global brands.

3. Technical Toolkit

Motion & Edit: After Effects, Premiere Pro, DaVinci Resolve, Ableton Live

3D & Rendering: Cinema 4D, Redshift, Octane, Houdini

AI & Experimental: MidJourney, ComfyUI, Stable Diffusion, Runway, Sora, Flux, Nano banana, Claude code and more..

Design: Photoshop, Illustrator, Figma

4. Soft Skills

- Highly collaborative and detail-oriented, thriving in fast-paced, creative environments.
- Strong mentorship and communication skills with a track record of guiding teams and freelancers.
- Adaptable and continuously learning, always exploring new tools, techniques, and visual approaches.

5. Experience

Senior 3D Motion Designer
Pentagram, London. (Freelance contract). July 2026 – Present

Working as senior 3D motion designer, contributing to brand identity animations, renders and motion systems.

Senior 3D Motion Designer
Blond, London (Freelance contract). April 2026 – June 2026

Engaged as senior 3D motion designer on a confidential freelance projects for Blond :
Developed animation and graphics for the project, from concept through delivery.

Lightricks 2018-2025:

Creative Marketing Designer
Lightricks, London. August 2024 – November 2025

- Design and produce marketing visuals and motion content for digital campaigns, social ads, and app store materials.
- Collaborate with marketing strategists, copywriters, and product designers to ensure creative alignment and performance optimization.

Creative Marketing Strategist
Lightricks, London. April 2021 – August 2024

- Developed visual strategies for flagship apps including Facetune, Photoleap, and Videoleap.
- Translated marketing objectives into visual narratives through art direction, storyboarding, and creative briefs.
- Collaborated with data teams to iterate and optimize high-performing motion ad concepts.

Creative Marketing Team Lead

Lightricks, London. October 2019 – April 2021

- Managed and mentored a team of designers and animators, providing creative direction and technical feedback.
- Coordinated design workflows across multiple marketing channels to ensure high-quality, on-time delivery.
- Facilitated cross-functional collaboration to drive successful large-scale product launches.

Motion Designer

Lightricks, Jerusalem, Israel – February 2018 – October 2019

- Developed motion graphics and promotional videos for global audiences.
- Focused on communicating product features through rhythmic, high-impact animation.

Freelance Art Director & 3D Artist

2017 – Present

- Directing concept-driven 3D and motion content for high-profile editorial and commercial clients.
- Selected Clients: Adobe, The New York Times, Fast Company, WIX, Noname security, Hello Hornet.

Selected Highlights:

- * 2024 – OFFF MX Titles Video, Lead 3D Artist, Hornet Studios
- * 2020-2022 – The New York Times, Editorial Commissions
- * 2022 – Fast Company Magazine, Most Innovative Companies Cover

6. Education & Recognition

BA in Design | Bezalel Academy of Arts and Design, 2017

Press: Creative Review Artist Spotlight (2024), It's Nice That Feature (2018).

Languages: English (Fluent), Hebrew (Native).