



Heji Joo
she/her
motion designer + illustrator

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Education

09.2020 – 04.2025

ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Illustration
Emphasis in Motion Design

04.2024 – 09.2024

**Focused Coursework at ArtCenter
Cesar Sponsored Project**
Pasadena, CA

Collaborated directly with the client and multidisciplinary student team to reimagine Cesar's visual identity. Created 3D assets, explored design systems, and brand strategies centered on the concept of elevating pets as equal members of the household.

Experience

10.2025 – current

Freelance Motion Designer
Plucky
Burbank, CA

Designed deliverables including style frames, title cards, illustrations, and motion assets for a range of clients within the entertainment industry. Collaborated with the motion design team to develop visual concepts and organize pitch decks for client reviews.

05.2025 – 09.2025

Graphic Design Intern
NAC Architecture / Handbuilt Studio
Chinatown, CA

Photographed, edited, and color-composited image assets for the social media and marketing contents. Created 2D graphics and motion graphics for internal and client-facing deliverables. Organized and maintained project files for clarity and accessibility across the design team. Created web UI animations, motion reels, and social media assets for various clients.

01.2024 – 04.2024, 01.2025 – 04.2025

Teaching Assistant
ArtCenter College of Design
Pasadena, CA

Assisted instructor Miguel Lee in 3D Motion Graphics and instructor Aaron Björk in Motion Design 1/2. Provided feedback on student projects and assisted students with animation and ideation process. Managed class communications and clarify assignment details.

09.2024 – 12.2024

Motion Design Intern
Imaginary Forces
Remote

Collaborated with design teams for clients including Columbia Pictures, the United Nations, as well as internal marketing. Designed style frames, web layouts, illustrations, animations, and typographic solutions for various projects. Conducted research and curated references to support concept development.

Recognition

2025 PRINT Awards – Motion
2nd Place, *Fungal Fantasia* (3D Animation)

2025 PRINT Awards – Illustration
2nd Place, Sci Channel (Style Frames)

09.2020 – 04.2025

ArtCenter Undergraduate Scholarship

01.2021 – 09.2024

ArtCenter Student Gallery
Temple of Beauty (3D Animation)
Snowpiercer (Style Frames)
Love and Blues (3D Animation)
Whatever Doesn't Kill Me (Style Frames)
Sci Channel (Style Frames)
Fungal Fantasia (3D Animation)
Magic Strawberry Sound (Visual Identity)

04.2023 – 04.2024

**Elise Mudd Marvin Memorial Endowed
Scholarship**

09.2020 – 04.2024

ArtCenter Provost's List
GPA of 3.8 or higher

Expertise

Proficient in: Cinema 4D, Redshift, Magic Bullet Looks, Photoshop, Illustrator, After Effects, InDesign, Media Encoder, Acrobat, Figma

Familiar with: Blender, Premiere Pro

Skills: Art direction, brand strategy, digital illustration, typography, web layout design, 2D and 3D animation, 3D modeling, rigging, traditional painting, ceramics

Languages:
English (fluent)
Korean (native)