BENJAMIN ALLANSON

CREATIVE LEAD, DESIGN & MOTION

SCIENTIFIC VISUALIZATION | MOTION SYSTEMS | CREATIVE STORYTELLING

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PROFILE

Creative Lead, Design & Motion, with 10+ years of experience developing visual systems, motion design, 3D/2D animation, and campaign storytelling for agency and brand clients. Skilled at translating complex ideas into clear, scalable creative frameworks across digital content, product storytelling, brand campaigns, social video, and client presentations. Experienced leading creative from concept through delivery, mentoring designers, collaborating with cross-functional teams, and integrating AI-assisted workflows to improve speed, scale, and creative quality.

CORE SKILLS

- Creative Direction
- Art Direction
- Motion Design
- Brand Systems
- Campaign and Product Storytelling
- Concept Development
- UI/UX Design & Motion
- Design Systems
- Client Presentations
- Team Leadership
- Designer Mentorship
- Scientific Design & Animation
- Medical Design & Animation
- 3D & 2D Design and Animation
- Video Editing
- AI-Assisted Workflows
- Emerging Technology

SOFTWARE

- After Effects
- Cinema 4D
- Premiere Pro
- Figma
- Photoshop
- Illustrator
- Adobe Suite
- Google Suite
- AI & Emerging Technology

EDUCATION

Bachelor of Arts
Motion Graphics & Visual Effects
The Illinois Institute of Art-Schaumburg
2012-2016

Design Principles
Badge Certification:
https://campus.schoolofmotion.com/verify/1762976211205x347933597444682900

3D Animation (C4D Ascent)
Badge Certification:
https://www.credly.com/badges/7e4f49a9-b8c6-4d79-bdd5-602d0ddfaa7d/linked_in_profile

EXPERIENCE

SENIOR MOTION GRAPHICS DESIGNER
HDMZ | 2019–PRESENT

- Lead the design and production of motion graphics, 3D animation, and video content for global life science, biotechnology, pharmaceutical, and healthcare clients.
- Translate highly technical scientific concepts - including genomics, molecular diagnostics, clinical trials, oncology, MRD, NGS, immunology, and cell & gene therapy - into engaging visual stories.
- Partner with Creative Directors, Strategists, Scientists, Writers, Designers, Developers, and Clients across all phases of production from discovery and concept development through final delivery.
- Lead creative direction on complex animation projects, including storyboarding, style development, motion design, 3D visualization, and final execution.
- Mentor designers while helping establish animation standards, best practices, and streamlined production workflows.
- Integrate AI tools and emerging technologies into creative workflows to enhance ideation, concepting, storyboarding, and production efficiency.

LEAD MOTION GRAPHICS DESIGNER
CONCEPT ONE MEDIA | 2016–2019

- Managed fast-turnaround motion graphics projects from concept through delivery, ensuring deadlines were met without sacrificing quality.
- Lead creative design for 2D and 3D animation projects, shaping visual concepts, transitions, pacing, and overall animation style.
- Went beyond storyboard execution by contributing to creative direction, visual storytelling, and design decisions throughout production.
- Mentored junior artists by providing technical support, creative feedback, and guidance in a deadline-driven production environment.
- Collaborated with internal team members and clients to deliver polished animation work that met creative goals and client expectations.

SELECTED CLIENT WORK

TWIST BIOSCIENCE | illumina | Mammoth Biosciences | natera

ALZHEIMER'S ASSOCIATION | delvebio | SAGA DIAGNOSTICS | GenScript Scripting Possibilities

...And many more

Available for remote opportunities nationwide or hybrid opportunities in Chicago, IL