

Juan C. Landi

Senior Motion Designer

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Motion designer with 12+ years delivering visual stories for international brands and large-scale events. Increased annual revenue 30% by introducing 3D animation services, and cut delivery time 40% through standardized templates and streamlined pipelines. Most recently led motion production across 10 tradeshow and 6 media brands at Informa Markets (Manufacturing Portfolio), creating content for events averaging 20,000+ attendees, with hands-on expertise in AI-assisted workflows, 3D animation, and rapid multi-platform delivery.

Skills

Tools

After Effects
Cinema 4D
Premiere
Blender
Redshift
Illustrator
Photoshop
Figma
Davinci Resolve

Specialties

Motion Graphics
3D Animation
Video Editing
AI-Assisted Production
Motion Design Templates
Pipeline Development

Languages

English & Spanish
(Native Bilingual)

Education

International Academy of Design and Technology

*B.F.A. in Visual Communications
Graphic Design*
Chicago, IL / 2014

Experience

Manufacturing By Informa – Informa Markets

Senior Motion Designer | Lead Animator
2021 - 2026

- Led motion animation production across 10 tradeshow brands and 6 media brands, delivering content for events averaging 20,000+ attendees.
- Drove concept development sessions with marketers and event managers to define motion design briefs and art direction for complex video campaigns.
- Partnered with Creative Director and Creative Service Manager to align project schedules and resolve technical bottlenecks across concurrent campaigns.
- Designed dynamic motion graphics for diverse platforms, including social media campaigns, large convention center displays, and street-level digital signage.
- Developed regional TV advertisements for host cities, overseeing visual direction, animation, and final broadcast delivery.
- Developed standardized templates for video and graphics, improving production efficiency by 40% and enabling the team to rapidly scale output for urgent client requests.
- Integrated Adobe Podcast into the video post-production pipeline, reducing audio cleanup by 75% for talking-head content.
- Mentored team members on modern motion techniques, technical pipeline efficiencies, and AI-assisted production tools.

Crest Communications Inc.

Motion Graphics Designer
2014 - 2021

- Introduced 3D animation services to the company's portfolio, resulting in a 30% increase in annual income.
- Built 3D animation pipelines with Cinema 4D and After Effects, reducing production time by 35%.
- Created storyboards, style frames, and responsive UX/UI designs for integrated marketing campaigns across email and mobile platforms.
- Oversaw external contractor work for specialized print and web projects to ensure brand alignment.

Freelance Motion Designer

2014 - Present

- Collaborate directly with high-profile clients, including McDonald's, Foley, Renovol, and Wheatstone, to deliver comprehensive motion design, illustration, and sound design.