

Mia Mu (Xianglin Mu)

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Professional Summary

Creative Motion Designer with 2+ years of experience in 2D/3D animation, motion graphics, and branding for advertising, healthcare, and digital marketing. Skilled in storytelling, campaign asset creation, and cross-platform content for social media and explainer videos. Proficient in Adobe Creative Suite and Cinema 4D, with strong expertise in visual identity and client collaboration.

Professional Experience

Graphic & Web Designer, Carispibet – Unipessoal LDA Lisbon, Portugal | Jun 2025 – Present

- Designing digital products, websites, and marketing assets to support the company's new business initiatives
- Developing visual content for online platforms and product branding, ensuring consistency across web and print materials
- Collaborating with cross-functional teams to enhance user experience and optimize visual communication
- Managing creative assets and maintaining design quality aligned with company goals

Freelance Motion Graphic Designer, Henry Design Collective Remote | June 2023 – Present

- Designed social media ads, brand storytelling videos, and logo animations for advertising, real estate, and education clients
- Developed campaign concepts using After Effects, Cinema 4D, and Illustrator
- Collaborated directly with clients to define visual strategy, enhancing brand engagement across platforms

Motion Graphics Designer, Designlab Remote | Feb 2024 – Mar 2024

- Created motion graphics for social media campaigns, YouTube intros/outros, and digital ads
- Applied design principles in typography, color theory, and layout to deliver compelling visuals
- Worked with marketers and content creators to maintain brand consistency across deliverables

Animator, MRM For Health (McCann Worldgroup) Princeton, NJ | Jun 2023 – Feb 2024

- Produced multi-platform animations and campaign assets for healthcare brands (Centrum, Novartis, GSK)
- Produced dynamic social media promo videos, showcasing adept design skills for products on diverse platforms such as Twitter, Instagram, Facebook, and TikTok
- Collaborated with art directors, copywriters, and project managers on branding, explainer videos, and campaign storytelling.

Education

Ringling College of Art & Design | Sarasota, FL, USA

Bachelor of Fine Arts in Motion Design | Minor in Visual Development | Aug 2019 – May 2023

SKILLS / PERSONAL

- Advanced skill set in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign, XD, After Effect) and Microsoft Office
- Working knowledge in Cinema 4D, Zbrush, Octane, Redshift
- Fluent English and expert in Mandarin