

Tolu Aina

Motion Designer / Animation Direction and 3D

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PROFILE

Motion designer and animation director with seven years of shipped commercial work, four of them leading a team of over twenty animators and 3D artists through more than four hundred pieces of published content. I work across 2D motion graphics, character animation and 3D, and I have spent as much time setting standards and running review cycles as I have in After Effects. I also built and rolled out an AI-assisted production pipeline for a working animation team, which improved throughput by roughly 67 percent. More recently I took an MSc Computer Science with Distinction and now build interactive and real-time work as well, so I understand what happens to animation once it leaves the timeline and has to run in an engine.

SKILLS

Motion Motion graphics and animated storytelling, character animation, facial animation and lip-sync, title sequences, campaign and promotional work, interface transitions and micro-interaction, kinetic typography

Tools After Effects, Premiere Pro, Cinema 4D, Blender, Illustrator, Photoshop, Figma, CapCut

3D Modelling, materials and lighting, product visualisation and advertising, PBR workflows, camera and animation, render optimisation, glTF and FBX pipelines

Direction and process Art direction, setting visual and motion standards, storyboarding and review cycles, mentoring junior designers, production scheduling, pipeline design, AI-assisted production workflows

Interactive Unity and C#, real-time animation integration, blend shapes and lip-sync in engine, WebXR and AR, React and Three.js for web motion

SELECTED WORK

- **uLesson and Miva.** *animation direction at scale.* Set and held the visual and motion language across two consumer education brands under one parent group, directing a team of over 20 through more than 400 published pieces. Consistency at volume, with the standards written down so other people could work to them.
- **League of Legends promotional video.** *Riot Games, After Effects, Cinema 4D.* Promotional motion piece for a games audience.
- **AI-assisted production pipeline.** *Miva University.* Designed and built an AI-assisted illustration and animation pipeline for a working team, wrote the documentation and delivered the training that got colleagues onto it. Roughly 67 percent efficiency improvement.
- **3D product visualisation.** *Cinema 4D, Blender.* Commercial product advertising work covering modelling, materials, lighting, camera and animation for high-fidelity output.
- **Snap AR lenses.** *Lens Studio, Camera Kit.* Published social AR lenses for a general audience, one passing 30,000 plays. Playful, characterful and made to be shared.
- **Brand and motion identity.** *Ratecardly, STLL Studios, GaldAR.* Identity systems and sites including the motion language, designed and built end to end.
- **Digital human prototype.** *Unity, blend shapes, lip-sync.* Talking head demo with viseme-driven lip-sync from audio plus a separate expression layer for brows, eyes and blink. Character animation with the engine constraints attached.
- **Campaign and social content.** *Meta, LinkedIn, short-form.* Paid and organic social creative including audience targeting, creative variants and performance review, alongside organic content planning across client accounts.

EXPERIENCE

uLesson Group 2019 to 2024

Held both roles concurrently across the group's education brands.

Animation Director, uLesson Education 2019 to 2024

- Directed a team of over 20 designers and animators producing more than 400 pieces of published content for a consumer audience.
- Set the visual, typographic and motion standards the team worked to, ran review cycles, mentored junior designers and managed delivery schedules.

Senior Motion Designer and AI Pipeline Lead, Miva University Aug 2022 to May 2024

- Led motion design output for the university's online learning content.
- Built the AI-assisted illustration and animation pipeline the team worked to, including documentation and training.

Founder and Creative Technologist, GaldAR Studio *2024 to present*

- Run a motion and spatial computing practice, taking client work from concept and visual direction through animation and build to delivery.
- Produce motion, 3D and campaign content for clients, and handle discovery, scoping and delivery directly.

Head of Design, Ratecardly *2025 to present*

- Sole designer owning brand, illustration and product visual direction, having rebuilt the identity and visual system from the ground up.

Freelance Motion Designer, Various clients *2019 to present*

- Motion, 3D, brand and campaign work for clients including Riot Games, Red Sofa, It Just So Happens Ltd, Adliven and STLL Studios.

EDUCATION AND CERTIFICATIONS

MSc Computer Science, Distinction University of Chester, 2024 to 2025

Distinctions in Concepts of User Experience (82) and Software Development Techniques (75).

Level 5 Diploma in Management and Leadership (RQF) Focus Awards, in progress

BSc (Hons) Physiology University of Ibadan, Nigeria, 2018

Unity Learn Pathways: Junior Programmer and Unity Essentials, completed. Certificate in Augmented Reality Applications (2026). Responsive Web Design, freeCodeCamp (2026).