



Motion Designer

LET US INTRODUCE OURSELVES..

Based in London (or within commutable distance) with a presence in Los Angeles, ICHI is a creative agency that produces standout marketing campaigns for some of the world's biggest, most loved brands. From big ideas to brand-defining creative, we make work that works.

Over here at ICHI HQ, we believe strongly in the potency of strategically formed ideas. Great creative is always focused, feels effortless, and doesn't happen by accident. Regardless of project size, our natural approach is to reach for the big idea; the one constant that runs through everything we create. A core team of invested individuals, working from pitch to completion, drives our success.

We aim high, dig deep and don't hold back: this is fundamental to our culture and has led to award winning work and lasting client relationships.

TO GIVE YOU A FLAVOUR

The role of the Motion Designer is key in supporting the Senior Motion Artist & Executive Creative Director to grow the business through high quality creative execution and repeat client work. The role combines experience, creativity and market knowledge to create original and innovative campaigns for Branding, Social, Trailers and Digital.

You are required to harness your creative flair, strategic thinking and motion skills to craft stories which resonate with the target audience and showcase the very best of what ICHI can do, this will be done both working as an individual or as part of a team. You will also assist in overseeing the management of other staff (both permanent staff and freelancers), acting as quality control for their projects in addition to your own.

The Motion Designer will continually keep themselves 'in the know' about changes and innovations in trends and technologies in our field of advertising. Your skills cover a plethora of mediums and are not restricted to any one executional technique.

The Motion Designer has fantastic interpersonal skills, they are reliable, enjoy challenging / fast-paced work and are extremely motivated whilst maintaining strong leadership skills.



NUTS AND BOLTS

- Drive the creation of high quality work – pushing the boundaries of innovation, ideation and motion whilst working in synergy with Operations and Production on ensuring the work is profitable and delivered on time
- Receive and respond to briefs & client feedback, filtering down information to the creative team when required
- Assist with the development of creative concepts that meet the client requirements – all the time thinking about the plausibility and suitability of the ultimate execution (make sure the dots will line up)
- Support the selection process for appropriate resources and technologies on projects (internal and external) and review / manage them to successful completion
- Assist in providing briefs / reqs to team members when required to provide a clear workflow for development and delivery
- Present work to internal and client stakeholders, clearly and positively explaining the recommended approaches and decisions made, both verbally and through presentation decks
- Oversee external production partners – execution of 3D, editing of gameplay capture ensuring the results are on-brand, diverse, contemporary and desirable
- Be continuously up to date with emerging trends / communication channels where relevant to the company and our clients, and share with the team
- Work to devise a self development plan – ensuring skills continue to strengthen creative output and company offering
- Contribute to and help drive the vision of the company
- Ensuring upon completion projects are consolidated and archived this is both for your own projects and supporting / advising external resource
- Support the creative team in the development of concepts through motion, for example moodfilms and animatics

WHAT DO WE NEED

The ideal candidate has experience working in the post production and video production field, with an understanding of all post production hardware and software. The applicant will already have an expert knowledge of Adobe After Effects in conjunction with other Creative Suite applications (Photoshop, Illustrator, Media Encoder, etc.) and also have demonstrable skills in Adobe Premiere.

The candidate must also be passionate about and experienced with video games and be interested in exploring new tech such as Unreal Engine 5 and virtual production.

General

- Excited by the work ICHI produces
- Experience working with copywriters, designers, animators and editors
- Detail-oriented and deadline driven with excellent multi-tasking and self-management skills

- Great at taking direction and constructive criticism, but also able to work independently and make sound editorial choices
- The ability to identify opportunities for innovation and improvement and have the flexibility to adapt to changing priorities
- Proactive in undertaking challenging projects, and have a positive approach to problem solving
- Highly organised and aware of edit/animation workflow/pipeline and best practice

Motion Design

- Minimum of 3 years working as a motion designer, either freelance or in-house
- Showreel demonstrating a high standard of Motion Design skills
- Fluent with Adobe After Effects, both on the creative and technical side
- Knowledge of 3rd Party, After Effects plugins: Trapcode, Red Giant, True Comp Duplicator, etc
- Is eager to push After Effects and motion to a higher level as part of career development
- Is able to confidently navigate a project started by somebody else and make amends
- Meticulous with project management and packaging deliverables
- Advanced knowledge of A/V compression formats and codecs, along with experience
- using encoding software such as Adobe Media Encoder
- Is able to put together an assembly edit in Adobe Premiere
- Knowledge of Cinema4D a plus

Experience with:

- Working with AI/vector files in AE
- PSDs with editable layer styles
- Track mattes
- Rotoscoping
- Mocha
- Camera Tracking
- Animated paths/shape layers
- Compositing
- Particle Systems
- Expressions
- Scripts

WHAT DO YOU GET

- Competitive salary based-on-experience
- Bonus based on performance scheme
- Company pension scheme



- BUPA Healthcare
- Income Protection Cover
- Life Assurance
- Employee Assistance Programme (EAP)
- Team social events
- Summer hours
- Training
- Friendly working environment
- And much, much more.