

NORA NING

Motion Graphics Designer

Brand Designer | Digital Content Creator



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Summary

Creative marketing and brand designer with more than 5 years of experience producing high impact visual content across static, motion, and video formats. Proven success leading campaigns from concept to launch in fast paced, growth driven environments. Skilled in building brand identity, crafting performance focused creative, and leveraging AI tools such as Midjourney and Runway to accelerate workflows. Known for balancing speed with craft, delivering work that drives measurable growth while evolving a brand's visual voice.

WORK EXPERIENCE

Digital Marketing Lead

Mar 2024 – Present

Nonolando Designs | Vancouver, BC

- Created Nonolando, a visual design brand specializing in handcrafted goods and visual storytelling
- Built and maintained the brand's website, including product pages, landing pages, and user flows to support conversion goals
- Created and executed marketing campaigns using Meta Ads Manager, email marketing, and organic channels, integrating AI powered design workflows including Midjourney and Runway to accelerate asset creation and iteration
- Designed marketing campaigns to support seasonal launches and promotional events
- Designed multi-format visual assets including static graphics, motion design, and short videos for paid ads, social, and product pages, optimizing for engagement and conversions

Motion Graphic Designer / Video Editor

Sep 2019 – Apr 2023

IGG Canada | Vancouver, BC

- Managed global ad campaigns for mobile game launches across TikTok, Facebook, Instagram, and YouTube, contributing to a significant increase in engagement and user acquisition
- Collaborated with marketing and design teams to shape creative strategy using real-time performance insights, leading to measurable improvements in conversion rates
- Analyzed video performance data using Google Analytics and internal dashboards, then optimized content to improve retention and increase campaign ROI by over 900 percent
- Collaborated with international influencers and executed IP-based marketing collaborations to expand audience reach and brand appeal
- Designed visually compelling product marketing videos and motion graphics using Adobe CC and Midjourney for creative concepting, which significantly boosted sales and campaign performance

WORK EXPERIENCE CONTINUED

Director, Producer, Editor

2019

The Fading Blue, Short Documentary

- Filmed and produced a documentary in remote areas of Greenland, Norway, Iceland, Canada, etc., managing all logistics and storytelling
- Recognized for its visual narrative and creative direction at international film festivals

Camera / Video Editor

Dec 2015 - May 2016

Sichuan Television and Radio Station | Chengdu, China

- Captured stunning footage for the documentary and managed production logistics while filming in remote areas of China, including mountain ranges and small villages
- In charge of field and in-studio camera operation during the TV show production stage in the Television and Radio Station, as well as post-production video editing for reality shows and short documentaries



Award

The Fading Blue (2019)

Selected as a finalist at international film festivals, including Canada Shorts Film Festival (2019) and Roma Cinemadoc (2020), and praised for its visual storytelling and thematic depth



EDUCATION

Bachelor of Arts - Interactive Arts and Technology

2013 - 2018

Simon Fraser University



PORTFOLIO

www.noraning.ca/portfolio

www.noraning.ca/videos



SKILLS

- **Marketing:** Social media campaign development, Brand building and positioning, Campaign reporting and analytics, Performance-focused marketing
- **Analytics and Platforms:** Google Analytics, Hootsuite, Meta Ads, Instagram, TikTok, YouTube, Facebook
- **Other:** Video editing, motion graphics, storyboarding, content writing, influencer / IP collaboration



TOOLS

- Adobe Premiere Pro, After Effects
- Photoshop, Illustrator
- FinalCutPro
- Canva
- Microsoft Office
- Meta Ads, Google Analytics