BOYANG MA

Senior Motion Designer · 3D / VFX · AI Creative

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PROFESSIONAL SUMMARY

Senior Motion Designer with 10+ years across entertainment, technology, and brand experiences. Leads concept development through 2D/3D animation, VFX, and delivery, combining cinematic craft, brand thinking, and AI workflows for campaigns, product visuals, and scalable motion systems.

WORK EXPERIENCE

Kepler Mission Design — Senior Graphic Designer

Feb 2026 - Present

- Lead motion projects from art direction and style frames through 2D/3D animation, live-action/CG compositing, and final delivery.
- Partner with creative and marketing teams to pitch and refine brand motion, product stories, and campaigns for social and digital channels.
- Develop AI workflows for concept exploration, generative image/video, and production within established design pipelines.
- Build reusable motion systems, templates, and creative toolkits to accelerate production and maintain brand consistency.

Genius Orbit Inc., New York — Creative Content & Development Supervisor / Motion Designer / Project Manager / VFX Supervisor

Jul 2025 - Dec 2025 / Aug 2015 - Aug 2018

- Led visual direction and production for multi-brand campaigns, e-commerce, social content, commercials, films, and digital experiences.
- Introduced AI workflows for concept development, rapid visual exploration, generative content, and product visualization.
- Created 2D/3D graphics, character animation, VFX, product imagery, and promotional assets for broadcast, commercial, and digital channels.
- Translated product, inventory, and distribution data into scalable visual systems and clear information graphics.
- Managed production and supervised creative/VFX teams from concept and planning through delivery, coordinating marketing and business stakeholders.

SELECTED WORK

Citadel: Diana
Technology Design · Motion · VFX · Compositing

Marvel's Special Presentation
Concept Design · Style Frames · Motion

Agatha All Along
Main Title VFX / Animation

Guardians of the Galaxy Vol. 3
VFX / Animation

Ant-Man and the Wasp Quantamania
Motion / VFX / Compositing

THOR: LOVE AND THUNDER
VFX / Animation

THE GRAY MAN
Compositing

NBA / MLB Experiential
Large-Scale Motion & Digital Experiences

EDUCATION

Rochester Institute of Technology

SEPT 2010 - MAY 2015

Communication University of China
BA, Media Creativity
SEPT 2004 - JUN 2008

CORE SKILLS

Xuejuan Dance — Multimedia Specialist

Apr 2025 - Jun 2025

- Designed and animated branded promotional and social content for digital channels.
- Produced video, motion graphics, and marketing assets; maintained and updated the company website.

Blueberry AI — Motion & Visual Designer

Jul 2024 - Mar 2025

- Designed marketing assets for product launches, campaigns, and digital channels.
- Designed UI/UX in Figma for payment, checkout, and transaction interfaces across multiple websites.
- Created motion graphics and product animations explaining Blueberry AI features, workflows, and use cases across marketing, web, and product touchpoints.

Perception Media Corp., New Jersey — Designer / Animator

MAR 2022 - FEB 2024

- Developed style frames, visual concepts, and motion systems for film, entertainment, and technology projects.
- Created 2D/3D motion graphics, cinematic interfaces, VFX, and title sequences.
- Integrated live-action, CG, and motion in Nuke and After Effects, with camera/object tracking and compositing.
- Collaborated with creative directors and production teams from visual development through delivery on Citadel: Diana, Marvel Studios, and feature-film projects.

TAD Associates, New York — Motion Graphics Designer

AUG 2018 - MAR 2022

- Developed visual concepts, style frames, and 2D/3D motion for branded, sports, and experiential installations.
- Designed scalable motion and brand storytelling for multi-screen, LED, signage, and immersive environments, including NBA and MLB installations.
- Designed and developed interactive digital experiences using HTML5/CSS.

Motion Design · Art Direction · Brand Motion · Visual Development · Style Frames · 2D/3D Animation · Product Visualization · UI/FUI Motion · VFX · Compositing · Video Editing · Creative Direction · Visual Systems · AI-Assisted Creative Workflows

TOOLS

Motion / VFX: After Effects · Nuke · Premiere Pro
3D: Cinema 4D · Maya · Blender · Houdini · ZBrush
Rendering: Redshift · Arnold
Design: Photoshop · Illustrator · InDesign · Figma
AI / Emerging: ComfyUI · Stable Diffusion · Generative Image & Video Workflows
Technical: HTML5 · CSS · Python

ACHIEVEMENTS

Coupe d'Or

Gold Medal of the 5th Annual Fashion Film Festival Chicago 2016

LANGUAGES

English, Chinese