WES MILES

motion design + animation

summary

Seattle-based 2D & 3D Motion Designer with **over 14 years of professional studio experience**. Demonstrates a strong grasp of creative processes, from conceptualization and research to post-production and delivery. Drives high-visibility animation, product UI motion, marketing campaigns, and brand storytelling for industry leaders including **Microsoft, Amazon, Xbox, Starbucks, and T-Mobile**. Proven ability to establish efficient motion pipelines, innovate entry points, and deliver high-quality, user-focused visual experiences.

skills

motion & video
Stellar motion graphics, VFX, video editing, color grading

3D motion & animation
Dynamic 3D motion graphics, splash graphics, character rigging

UI/UX design & prototyping
Implementation-ready, code-based, interactive UI/UX motion

animation & rigging
Tweening and traditional frame-by-frame character animation

illustration & graphic design
Concept art, storyboarding, screen-ready asset creation

studio & business-oriented mindset
Team leadership, multi-project management, brand storytelling

experience

Microsoft
Motion Designer | ***Windows Core & Brand*** | ***January 2023 - September 2026***

- Established and lead motion charge for Windows' "I Need Motion" request system, providing motion, video, and animation support horizontally across multiple organizations within Microsoft.
- Edited high-visibility sizzle videos, product announcements, and feature updates for Windows devices and the senior leadership.
- Animated Microsoft Teams Branded Emojis, bringing customized reaction emojis for Teams Premium customers.

Motion Designer | ***Microsoft Copilot*** | ***July 2022 - January 2023***

- Pitched innovative features for Copilot-powered services to maximize customer engagement, including Smart Cards, personalized Store home screen recommendations, adaptive desktop widgets, and "Create Button" functionality.
- Developed UI motion concepts for fledgling Copilot experiences, including "Chat Thinking" animations, "Image Generating" loaders, and "Mic Listening" interactivity.

Lead Animator & Motion Designer | ***Microsoft Education*** | ***April 2018 - July 2022***

- Led animation and motion design for the Microsoft Education ecosystem, developing high-quality character animations and pioneered innovative Lottie-focused pipelines.
- Lead animator on Microsoft Teams' "Turn-In Celebrations" used in classrooms worldwide, and animated Microsoft Reading Coach.
- Shot and edited high-profile educator videos and feedback sessions, strengthening relationships with Microsoft-powered schools.

Amazon
Motion Designer | ***Day One Creative Team*** | ***April 2017 - April 2018***

- Developed reusable motion templates for Amazon Prime Day campaigns that remain in-use for global marketing today.
- Created succinct, easy-to-follow troubleshooting and tutorial videos for the Echo device lineup, Alexa app, FireTV, and smart home systems, localized into 12 languages.
- Produced tutorial videos, onscreen callouts, and lower thirds for Amazon Games Studios' "Breakaway" and Twitch league coverage.

VMG Studios
Motion Designer | ***January 2017 - April 2017***

- Animated and edited high-quality video and motion projects for Microsoft, Starbucks, and T-Mobile.
- Designed versatile 2D character rigs and FX for Starbucks' internal corporate training video series and Emergency Preparedness resources.

Design Laboratory
Lead Artist | ***2014 - 2016***

- Created quality motion design for high-visibility Microsoft and Xbox advertisements.
- Led animation on Microsoft's Accessibility 101 course, a mandatory training module for all global employees.
- Edited recurring video series for the Bill & Melinda Gates Foundation (Global Health Milestones, Education, Perspectives on Philanthropy).

Wes Works
Freelance Graphics Designer & Videographer | ***2012 - 2016***

- Provided video production, editing, motion and graphic design services for local businesses.
- Defined brand guidelines and provided scalable templates for recurring social media video posts for small brands.
- Logo ideation and creation, business card design for small businesses.

wesmakesmotion.com | 425.269.6371 | wesmiles37@gmail.com