

Alison Paul

Video Designer

Portfolio www.alisonpaul.com.au

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EXPERIENCE

Freelance Video Designer

Melbourne, Australia
2025

- Created high-quality videos, primarily focused on user acquisition, for game studios, including PikPok and Playside.
- Communicated clearly and professionally with clients, providing regular updates and responding quickly to questions or changing needs.
- Managed my time effectively to meet deadlines while maintaining high standards.

Senior Video Designer

PikPok - Wellington, New Zealand
2020 - 2024

- Worked for New Zealand's largest game developer/publisher. During this time, I progressed from an experienced to a senior video designer.
- Created a variety of videos (user acquisition, community, trailers, app previews, etc.). This included creating storyboards and animatics to prove the concept, designing custom audio using game assets or external options where appropriate, and optimising sizes and languages for social platforms.
- Designed custom scenes in Unity to display the games in their best light. This included:
 - Animating cameras and characters using timelines.
 - Setting up lighting using real-world principles.
 - Utilising in-game VFX to add pizzazz.
- Worked on a wide range of games (8+), all with unique art styles. The most notable are the Into the Dead franchise and Rival Stars Horse Racing, both of which are multi-million-dollar games and have a passionate community.
- Contributed to live video productions for interviews and livestreams. This included:
 - Lighting, camera and audio setup.
 - Camera operation.
 - Set design.
- Improved team processes by creating:
 - Beginner's guide for new designers.
 - Troubleshooting documents.
 - Logical folder structures for team collaboration.
- Helped fix technical and creative issues by providing constructive feedback to my colleagues.

PROFILE SUMMARY

I have been creating videos since 2016, working with advertising agencies, startups in the music education space, and for the last five years within the games industry. I am passionate about crafting creative, quality videos that engage and reflect each brand's individual voice.

I am currently seeking opportunities that offer growth both creatively and professionally. My wish is to join a company with a great team and culture where I can contribute both my creative and leadership skills.

EDUCATION

- **Bachelor of Digital Media**
Queensland College of Art and Design
2016
- **Dip. Fashion Design & Technology**
Academy of Design
2010

SOFTWARE SKILLS

- | | |
|-----------------|---------------|
| • After Effects | • Unity |
| • Premiere | • Illustrator |
| • Photoshop | • Audition |



Creative Specialist

Build a Music School - Lower Hutt, New Zealand
2020

- Worked for a start-up that provided educational content to 1000+ music school owners worldwide.
- Established the video language with templates I created, edited videos and managed course content.
- Designed static assets, coarse layout and marketing pipelines within the Kajabi software.
- Managed social media accounts (YouTube, Facebook, Instagram), which included creating content and maintaining engagement with a consistent posting schedule.
- Maintained client relationships by answering emails and troubleshooting any technical issues.
- Created and updated the client database, keeping all information relevant and useful.

Marketing Assistant

Goodtime Music Academy - Lower Hutt, New Zealand
2018 - 2019

- Worked for New Zealand's largest, award-winning music school.
- Designed static assets in line with the school's brand. This included: posters, newsletters, information packs, wall decals and certificates.
- Edited a large volume of videos (100+) for their digital programmes, keeping the style consistent throughout.
- Helped with live events, which included photography, filming and post-production.
- Co-produced a video series featuring children from the Goodtime Foundation charity. My key responsibilities were supporting and interviewing the talent.

Motion Designer

Reborn - Sydney, Australia
2016 - 2017

- Started as an intern and was promoted to a part-time permanent position at an award-winning digital marketing agency.
- Animated and edited videos for a range of FMCG brands:
 - Nescafé - Milo - The Bottle-O - Cellarbrations - Revlon
- Created for a range of outputs, including social media, TVCs and even an LED display for the cricket grounds.

Freelance Motion Designer

Sydney, Australia
2016 - 2017

- Consistently worked with luxury media agency MaxMediaLab and Kiindred, a startup agency aimed at new parents.
- Animated social media videos for fashion and makeup brands such as:
 - Seafolly - Sportscraft - Laura Mercier - Saba - Clarins
- Edited a series of 12 cooking videos, keeping the quality and style consistent with Kiindred's branding.

PROFESSIONAL DEVELOPMENT

- **Advanced Motion Methods**
School of Motion
2022
- **Character Animation**
School of Motion
2020
- **Illustration Bootcamp**
School of Motion
2019
- **Design Bootcamp**
School of Motion
2017
- **Animation Bootcamp**
School of Motion
2016

REFERENCES

Available on request