

# Waylon Ting



Award-winning creative Director & Motion Graphics Designer recognized for leading award-winning projects in game design and multimedia arts, including the globally celebrated Nintendo project 'Aliisha.'

Portfolio: [waylonting.design](http://waylonting.design)

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## Work Experience

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### Motion Graphics Designer

JMP WOOD, New York, NY

June 2024 - Present

#### Key Responsibilities

- **Design and Execution:** Led motion graphics for promotional campaigns, increasing visibility across key trade platforms.
- **Collaborative Projects:** Collaborated across teams to produce visually impactful graphics for trade shows and online platforms.
- **Innovation and Technology Integration:** Integrated cutting-edge animation technologies and techniques to enhance the visual impact of presentation materials for the International Woodworking Fair 2024.
- **Project Management:** Managed multiple projects from concept through completion, ensuring timely delivery and high-quality standards under tight deadlines.

#### Achievements

- **Trade Show Success:** Designed acclaimed motion graphics for the 2024 International Woodworking Fair.
- **Character Design:** Developed a modern design for the Brand's classic character, "Charlie."

### Lead Art Director/Concept Artist

Underscore Game Studio (Nintendo Project), Taipei

Jan 2020 - May 2022

#### Key Responsibilities

- **Directed art for 'Aliisha,'** blending narrative innovation with gameplay.
- Managed a multidisciplinary team to deliver immersive game environments.
- Created unique visual styles that defined the game's storytelling and artistic direction.

#### Achievements

- **Game Connection Europe 2022 Best Console Game Award:** Recognized for artistic innovation.
- **Industry Recognition:** Featured in IGN and the Nintendo Indie World Showcase 2021 and Tokyo Game Show 2023 for its artistic design.
- **Public Speaking:** Represented the game as Lead Concept Artist at the Taipei Game Developers Forum and APGS Online, sharing art industry insights.
- **Nationally influenced:** The designed game-level scene was featured as VR content at a prestigious Meta event and received high commendation from attendees, including the former Taiwan President.

## Highlight Project

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**Project Title:** The Night Market Fantasy

**Role:** Lead Animator, Project Director

Overview: Animated portrayal of night markets, blending folklore with cinematic techniques to create a -resonant cultural narrative.

### Key Achievements

- Europe Film Festival Best Animation Film - Short
- Korea International Short Film Festival - Best Animation
- Boden International Film Festival Best Music Video
- WideScreen Film & Music Video Festival Quarter-Finalist (Canada)
- Festival del Cinema di Cefalù OFFICIAL SELECTION (Italy)
- BAM! Festival OFFICIAL SELECTION (USA)
- Lisbon Film Rendezvous OFFICIAL SELECTION

### Recognition and Impact

**Featured by the Irish Taiwan Association** during the 2021 Taiwan National Day celebrations in Ireland, demonstrating the project's impact on fostering cross-cultural appreciation and engagement.

## Press Coverage and Speaking Engagements

### High International Impact

- **IGN (Press - Aliisha)**  
Global gaming coverage for 'Aliisha' on IGN (**18.5M subscribers**), with **18,000 views**, highlighting substantial international visibility and recognition.
- **Nintendo Indie World Showcase - Nintendo Switch** (Press - Aliisha)  
Showcased by Nintendo of America (9.62M subscribers), the final trailer of Aliisha accumulated **137,000 views on Nintendo's official channel**, showcasing strong community appeal and engagement within the gaming audience.
- **Taiwan Presidential Office and American Institute in Taiwan (AIT) Website**  
Artwork recognition during an event attended by former President Tsai Ing-wen, underscoring the national and cultural significance of my concept design in Aliisha.
- **Taipei Game Developers Forum (Lecturer - Aliisha)**  
Presented at a major Asia-Pacific developer forum, engaging numerous international industry experts.
- **APGS Online (Lecturer - Aliisha)**  
Delivered a lecture at the Asia Pacific Game Summit, a global-reaching event for developers.
- **GNN News**  
Taiwan's biggest gaming media.
- **Overseas Community Affairs Council Article**  
Artwork featured by the Irish Taiwan Association during the 2021 Taiwan National Day celebrations in Ireland.

### Moderate International Impact

- **Line Today (Press - Lead Concept Artist of Reflection Witch)**  
Extensive Asian media coverage, enhancing regional and international visibility.
- **Game Base (Press - Lead Concept Artist of Reflection Witch)**  
Coverage by a key Taiwan and Asia-Pacific game outlet, elevating the profile in the regional game industry.

## **Regional Impact and Professional Recognition**

- CanvasRebel Magazine (Press)  
Featured in a publication for North America's creative professionals.
- VoyageLA Magazine (Press)  
Profiled by a Los Angeles-based magazine.
- Voyage's Bold Journey Series (Press)  
Highlighted professional journey in a regional publication series.

## **Education**

School of Visual Arts | New York, NY

MFA: Computer Arts, Sept 2022 – May 2024

National Taiwan University of Arts | Taipei, Taiwan

BFA: Multimedia and Animation, Sept 2015 – May 2019

References available upon request