

Tyler van der Berg

Senior Motion & Social Designer
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Profile

Motion and social-first designer with 5+ years of experience creating high-performing creative for global brands.

Specialising in **campaign motion systems, paid social creative, and digital-first storytelling**, translating brand strategy into scalable visual content across social, digital, and emerging platforms.

Known for combining **strong graphic design fundamentals with motion craft**, delivering ideas that perform in fast-moving digital environments.

Comfortable working from **concept and art direction through to final animation**, collaborating with strategists, creatives, and marketing teams to deliver work that balances creative ambition with measurable impact.

Core Skills

Creative Development

- Concepting social-first campaign ideas
- Translating strategy into platform-native executions
- Creating rapid concepts and pitch decks for new business

Content Execution

- Motion design (Adobe After Effects)
- Static design direction (Photoshop and Illustrator)
- Reviewing outgoing content to ensure platform and performance alignment

Collaboration

- Working cross-functionally with strategy, account and studio teams
- Presenting creative ideas to clients
- Managing multiple briefs with attention to detail and deadlines

Professional Experience:

Social Creative Lead

Genius Sports

Aug 2022 – Present | London

Lead designer responsible for social and digital creative across global sports campaigns.

- Help shape creative direction and visual language for social campaigns across multiple brands and markets.
- Design social-first creative across multiple brands and international markets
- Develop scalable motion templates and campaign assets for high-volume social output
- Translate campaign strategy and performance data into optimized creative iterations
- Maintain strict brand consistency across paid and organic social formats
- Work directly with stakeholders and marketing teams to deliver campaign creative
- Present creative concepts and visual approaches to internal teams and clients
- Train internal teams and partner agencies on the Spirable creative platform

Impact

- Increased engagement across paid social campaigns through motion-led creative optimisation
- Delivered high-volume creative output while maintaining consistent global brand standards

Clients: global sports brands and betting platforms across EMEA and North America.

Creative Strategy Executive

Spirable

Aug 2021 – Aug 2022

Worked at the intersection of **creative strategy, motion design, and performance marketing**.

- Developed social-first creative strategies for global brands across paid social and display
 - Responded to client briefs with concept-driven campaign ideas and motion-led formats
 - Built visual storytelling frameworks to support client pitches and campaign launches
 - Collaborated with designers, strategists, and account teams to shape social creative direction
 - Supported testing and personalization strategies to improve campaign performance
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Digital Marketing Intern

Brighton Dome & Brighton Festival

Jul 2020 – Sep 2020

- Designed animated and static assets for social media campaigns promoting live events
 - Created on-brand content under tight production timelines
 - Supported digital marketing initiatives for performances and exhibitions
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Creative Intern

Crush Creative Studio

Mar 2020

- Assisted with design exploration, illustration, and campaign research
 - Contributed to early-stage creative concept development
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Education

MA – Graphic Design
Brighton University
2021 - 2022

Focus:

- Branding systems
- Motion design
- Typography
- Campaign communication

BA (Hons) – Design for Digital Media
Brighton University
2017 - 2021

Focus:

- Motion graphics
 - Visual communication
 - 2D–3D design
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Skills

- Motion Design
 - Social-first Creative
 - Campaign Design
 - Creative Concept Development
 - Visual Storytelling
 - Brand Systems & Design
 - Data-informed Creative Optimisation
 - Platform-native Content Design
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Tools

Adobe After Effects, Photoshop, Illustrator and Figma

Additional Information

- UK work authorised
- London-based