

# Len Allwood オールウッド レン Visual Designer & Motion



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language  
English | Native  
Japanese Conversational

## PROFILE | Designing clear systems from complex ideas.

I'm a visual designer working across brand, campaign and motion, with a focus on clarity, structure and storytelling.

My work often begins before the design stage, understanding the audience, message and underlying idea, then translating this into consistent, scalable visual systems across multiple formats.

I collaborate closely with marketing, copy and motion teams to develop connected creative work, and have recently been incorporating AI tools into concepting and production to support faster exploration and iteration.

## Core Skills

### Visual Design & Systems

- Campaign design across social, digital and motion formats
- Building scalable design systems and modular frameworks
- Strong typography, layout and visual hierarchy

### Motion & Storytelling

- Storyboarding, animation and narrative-driven design
- Creating short-form content designed for engagement and clarity
- Translating ideas into structured, repeatable formats

### Collaboration & Delivery

- Working across marketing, copy and creative teams
- Presenting ideas and aligning stakeholders early in the process
- Managing multiple projects in fast-paced environments

### AI & Workflow Innovation

- Using AI tools (Midjourney, Runway, etc.) in concepting and production
- Developing workflows that improve speed, consistency and iteration

## Employment | Senior Graphic | Motion Designer

April 2022 – Present • Little Star Media • MK

I design and deliver integrated campaign assets across social, digital and motion, with a focus on clarity, scalability and performance.

I work closely with marketing and creative teams to develop structured approaches to content, ensuring ideas translate effectively across multiple formats.

- Developed modular design systems to support high-volume campaign production across multiple formats
- Translated briefs and strategic direction into clear visual concepts and scalable layouts
- Created motion and static assets designed for fast-paced, high-engagement environments
- Collaborated with cross-functional teams to align creative direction and improve workflow efficiency
- Introduced AI-assisted workflows to support concepting, visual exploration and faster iteration
- Mentored designers and contributed to improving consistency and quality across output
- Awarded an Innovation Award for developing a system that improved production efficiency and scalability



# Employment

April 2020 – April 2022 • Orchard Group • **Graphic | Web Designer** • Olney

Orchard Group is a media company specialising in editorial, digital, print design and website creation.

- Designed brand, editorial and digital assets across print and web
- Developed layouts focused on clarity, usability and visual consistency
- Created brand guidelines and ensured consistent implementation across projects
- Worked directly with clients to define requirements and present design solutions
- Produced websites, marketing materials and print-ready assets
- Managed multiple projects while maintaining high standards and deadlines

April 2015 – April 2020 • Cocorolab • **Graphic Designer** • Tokyo

- Design of school pamphlets
- Creation and design of newsletters and schedules
- Interior design, and vector mural design for a new school building
- Photography, design and art for nursery web site
- Creation of stage props for events such as Happiokai

July – Dec 2016 • Yoga Smrti • **Freelance Graphic Designer** • Tokyo

- Company branding
- Logo design
- Digital artwork creation
- Promotional materials design, web assets and print ready products
- Company stationery
- Business card design and print setting
- Mascot creation and illustration

June 2012 – Oct 2014 • Corsair • **Freelance Graphic Designer** • Remote

For two years I provided graphic design support to the global computer and gaming hardware brand Corsair. Projects varied from simple web banners and landing pages to large scale point of sale artwork for their customers PC World and Maplin.

## Education

**Fine Art - BA (hons) | Teeside**  
September 2010 – July 2011

**Animation and Illustration  
Foundation Degree  
Newcastle**

September 2008 – July 2010

## Interests

I have a keen interest in Japan and Japanese culture. I love studying Japanese.

I am very passionate about it's creative industry.

I'm also very interested in wildlife, and I regard David Attenborough as one of my personal heroes for his achievements in Natural History and Film. I also enjoy reading and have found both Ursula Le Guin's *Earthsea* and Susanna Clarke's *Jonathan Strange and Mr Norrell* to be very inspirational in my work and life.

