Cover Letter

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Dear UAL Content Team,

I am writing to express my interest in the animation position at UAL Content Team. As a passionate stop-motion animator with a strong foundation in clay animation and character-driven storytelling, I bring a unique blend of artistic sensitivity, technical proficiency, and collaborative experience to every project I undertake.

Currently completing my MA in Character Animation at Central Saint Martins, I have developed a strong focus on expressive performance, physical acting, and nuanced facial animation. My short films aim to evoke emotional depth—ranging from playful humor to quiet introspection—through diverse materials and carefully crafted visual storytelling.

My experience includes directing a clay animation trailer for the London International Animation Festival, producing a promotional video for the charity The Grange, and creating an award-winning 2D book trailer for Vintage. These projects strengthened my skills in leadership, communication, and teamwork, while deepening my commitment to inclusive and imaginative content creation. I am proficient in Dragon Frame, Adobe Creative Suite, and TV Paint, and enjoy collaborating across disciplines to bring compelling narratives to life.

I would welcome the opportunity to contribute my creative perspective, technical versatility, and enthusiasm for animation to your team.

Thank you for considering my application. I would be delighted to discuss how my background and passion for animation align with your vision. I look forward to the opportunity of an interview.

Best regards,
Frances Keung