

## SENIOR CREATIVE TECHNOLOGIST | MOTION ART DIRECTOR

### GENERATIVE AI, VFX & IMMERSIVE EXPERIENCES (AR/VR/XR)

A Senior Creative Technologist and Motion Art Director with 13 years of experience creating award-winning campaigns and immersive experiences for global tech and entertainment leaders, with a specialized focus on building innovative, AI-driven production pipelines and rapid prototypes. Delivers measurable results through cross-functional collaboration to launch high-impact products, bring concepts to completion, develop interactive experiences, and create scalable design systems.

### SIGNATURE ACHIEVEMENTS

- **Directed art for high-impact product launches, campaigns, activations, experiences, and post-production** for a wide array of global brands including fortune 50 entertainment, immersive, and tech leaders.
- **Engineered compelling visual narratives** by integrating Generative AI with 3D/Motion pipelines, delivering immersive VR/AR experiences and social campaigns that captured key market demographics for global brands.
- **Delivered award-winning, large-scale experiences, activations, and campaigns from start to finish** for clients, such as HTC VIVE, LG, Netflix, AT&T, DirecTV, Warner Media, Skype, Microsoft, Red Paper Heart, Leroy & Rose, and PS260.
- **Recognized for communicating complex creative and technical concepts**, thriving in fast-paced environments, managing multiple concurrent projects, leading creative teams with exceptional organizational skills and collaborative approach.

### AREAS OF EXPERTISE

- |  |                                    |                                       |
|--|------------------------------------|---------------------------------------|
| • Art Direction/Creative Direction     | • Concept Art/Interactive/AR/VR/XR | • Brand Strategy/Product Design       |
| • CGI/3D Generalist (Octane/ Redshift) | • Photo/Video/Drone Operation      | • Social Content & Campaigns          |
| • Generative AI Image/Video/API        | • Motion Graphics/VFX/UI/UX Design | • Event Final Toolkits/Production Art |
| • Cinema 4D/Adobe After Effects        | • Programming/Code/Web Design      | • Content Marketing/Advertising       |

### PROFESSIONAL OVERVIEW

#### SENIOR TECHNICAL ARTIST | HTC VIVE

2023 - 2025

*Art directed high-impact flagship product launch trailers and teasers, guiding concepts from inception to global launch. Integrated comprehensive VFX, CGI, and post-production expertise to power top-tier social campaigns and global marketing initiatives for key products like the VIVE XR Elite, Focus Vision, Ultimate Tracker, HTC U24 Pro, and VIVERSE driving sales and selling out pre-orders.*

- Spearheaded VR-based videos, social content & marketing campaigns, utilizing generative AI to optimize internal creative processes and storytelling alongside 3D tools, boosting product visibility and audience engagement across channels.
- Conceived artistic vision of Instagram reels, story, and ad content for the Sonic the Hedgehog 3 social campaign with Paramount Pictures, boosting engagement by 30%, driving 100k pre-sale tickets, and contributing to a franchise record \$492.2M box office.
- 4th place winner in HTC VIVE AI Make Hackathon 2025: Built an AI-powered VR experience for the VIVERSE platform that featured real-time, procedural 3D asset generation. The project integrated Huggingface APIs with the WebGL game engine PlayCanvas, allowing users to generate custom avatars from text prompts.

#### EXPERIENTIAL ART DIRECTOR | FREELANCE

2020 - 2023

*Concepted and executed ad campaigns on some of the world's largest screens, oversaw CGI production, delivered comprehensive client toolkits with production files and final assets, and launched integrated events and global immersive experiences.*

- Produced award-winning, large-scale experiences and campaigns from conception through completion for clients such as LG, Netflix, MTV, Hulu, Starz, OWN, Red Paper Heart, Leroy & Rose, and PS260.

#### SENIOR VFX / MOTION DESIGNER | AT&T / DIRECTV

2018 - 2020

*Developed 3D/CGI/VFX content for concerts, events, product launches, TV/movie spots, and architectural concepts as well as branding, signage, key art, and retouching. Clients included AT&T, DIRECTV, HBO Max, Warner Media, Xandr, Audience Network, and Lady Gaga.*

- Elevated AT&T's in-house brands and external clients with award-winning product launches, concert experiences, broadcast & print advertising, OOH takeovers, social campaigns and installations.

#### MOTION GRAPHICS DESIGNER & STUDIO OPERATOR | 1000HEADS

2013 - 2018

*Built and oversaw full-service video studio from the ground up, specializing in evergreen VFX production including motion, 2d animation, video, photography, experiential activations, and visual/print/web design for social campaigns and marketing initiatives.*

*Clients included Microsoft, Skype, GoPro, Logitech, PUMA, HERE, KISS, & Nat Geo.*

- Activated Skype Smile Station in Flatiron District, NYC and won silver at the 6th Annual Shorty Awards, got millions of people talking on social, and was the first successful experiential activation to feature Skype and Toshiba products.

#### R&D DESIGNER | ARNOLD WORLDWIDE

MAY-DEC - 2012

*Designed interactive installations, motion graphics, 3D printing, visual design, and mobile games in Arnold's R&D incubator lab for large clients such as Jack Daniels, Truth, Amtrak, and Carnival.*

### EDUCATION, AWARDS AND TECHNICAL EXPERIENCE

**BFA, New Media Design & Imaging, ROCHESTER INSTITUTE OF TECHNOLOGY (2012) |**

**Awards:** VIVE AI Hackathon 2025 4<sup>th</sup> Place, VIVE Ultimate Tracker, Laval Virtual Awards 2025, XR Devices & Interaction | AT&T On Location & Sundance Film Festival – Experiential Marketing Summit Award | Super Saturday Night Featuring Lady Gaga, In-house Agency Forum

**Technical:** Maxon Cinema 4D, Octane, Redshift, X-particles, EmberGen, Blender, Adobe After Effects, Premiere Pro, Photoshop, ZBrush, Unreal, Unity, Stable Diffusion, ComfyUI, FLUX, Runway ML, Cursor, Python, GitHub, Figma, ThreeJS, WordPress, Uncode, Canon R5, Meta Quest, HTC VIVE, DJI Mavic, MS Office