

Garrett Appleton

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3D Animator | Motion Design

I am a creative and passionate 3D Motion Designer, and Developer with more than 15 years' experience executing multimedia development projects for corporate clients. Strong track record of delivering empathetic, polished, and visually stunning products and experiences on time and under budget. Adept at building and managing creative teams through demanding project life cycles. My passion for animation extends to multiple disciplines ranging from character rigging, dynamic simulations, lighting, rendering and compositing. I have a proficiency in Cinema 4D, After Effects, Redshift, Octane and much more. I am currently training in Unreal Engine for real time workflows. With my background in cinematography and the film industry, my animations are cinematic and surreal in nature. My work pulls the viewer into another world with vibrant colors and rich textures. I have a passion for technology, video games, and film.

Recent Professional Experience

Senior 3D Animator, Icon InCar, Detroit, MI: 2022-Present

Created 3D UIs, Photo real welcome animations, VDBs, particle simulations and Low Poly FUI. An important part of my responsibility is leading the 3D team to develop the brand look and feel for our clients, to make sure the work is as close to perfection as possible. Icon incar is a highly specialized design consultancy for Automotive User Experience, Connectivity Concepts, Mobility Ecosystems and for Research and Development. Notable clients include Ford, VW, Mercedes, GM and more.

Senior VFX / 2D Motion designer & 3D Generalist, Lamark Media, Boca Raton, FL: 2015-2022

Solved complex problems with creative solutions. In a fast-paced industry like marketing design, it was crucial to be able to deliver quality work in a short executable deadline. Developed programmatic solutions in 3D with Python and xpresso to enhance and speed up productivity. Pipelines include Octane, Redshift, Substance Designer, Deep comping, and ACES. Worked on projects from concept to full-blown marketing campaigns. Notable clients include Miami Marlins, Greyhound, Hydro flask, IMG Academy, Rumpl, Jaxon lane, William Murray Golf, Shani Darden, LARQ, AMD, Benjamin Moore, Disney, Hilton and others.

Senior VFX / 3D Motion designer, Insider Media Management, Boca Raton, FL: 2013-2015

Developed new branding and designs for clients such as Comcast and The Inn at New Hyde Park. Ad work has been published in the New York Times, The Sun-Sentinel, and The Palm Beach Post. Developed company's internal art department and successfully brought all client web work in-house and increased billings by +85% YoY.

Freelance Web & 3D/2D Motion Designer; Miami, FL: 2010-2015

Ran a full-service freelance media and design agency that delivered fresh branding solutions; efforts have increased client's customer reach by +15% YoY, on average. Developed a new

web framework based on the bootstrap grid system to enhance the client's best practices and standards.

Education

Digital Media Arts College, MFA - Web Design; Boca Raton, FL: 2015

- **GPA:** 4.00, Summa Cum Laude, President's List
- **Senior Thesis:** designed and built Pixus, the first photo-social app that compelled users to venture outside to share their experiences.

Lynn University, BFA - Photography and Film Production; Boca Raton, FL: 2008

- **GPA:** 3.72, Magna Cum Laude

Technical Skills

- **Cinema 4D:** 7 Years
- **X-Particles:** 5 Years
- **Maya:** 4 Years
- **Substance Painter / Designer:** 3 Years
- **Redshift 3D:** 5 Years
- **Octane:** 5 Years
- **Z brush:** 4 Years
- **Marvelous Designer:** 1 Year
- **After Effects:** 15 Years
- **Premiere:** 15 Years
- **Mocha Pro:** 10 Years
- **ACES:** 5 Years
- **PHP:** 5 Years
- **Python:** 3 Years
- **JS/JSON:** 4 Years
- **Xpresso:** 4 Years
- **CSS3:** 7 Years

Design Skills

- **Graphic Design:** 12 Years
- **Illustration:** 6 Years
- **Product Design:** 4 Years
- **Typography:** 8 Years
- **Visual Effects:** 5 Years
- **Video Production:** 15 Years
- **3D Animation:** 10 Years