

Garrett Appleton

Garrett@apetownart.com (305) 775-0735 Detroit, MI

WORK EXPERIENCE

Icon / InCar

2022 – 2023

Senior 3D Animator

Detroit, MI

- Produced and designed a spectrum of 3D User Interfaces (UIs), visually realistic welcome animations, Volume Distance Boxes (VDBs), particle simulations, and Low Poly FUIs.
- Assumed a pivotal leadership role within the 3D team, directing efforts towards the meticulous development of brand aesthetics for clients, ensuring the highest degree of precision and excellence.
- Proficiently utilized Unreal Engine, Unity, and sprite plates for Kanzi in the creation of immersive visual experiences.
- Contributed expertise to "Icon / InCar," a specialized design consultancy specializing in Automotive User Experience, Connectivity Concepts, Mobility Ecosystems, and Research and Development.
- Notably engaged with prominent clients including Ford, Volkswagen, Mercedes, General Motors, and more, substantiating a reputation for consistently delivering exceptional results

Lamark Media

2015 – 2022

Senior VFX / 3D Generalist,

Boca Raton, FL

- Leveraged Python and Xpresso to develop programmatic solutions in 3D, significantly enhancing productivity and expediting processes. Expertise extended across key pipelines encompassing Octane, Redshift, Substance Designer, Deep comping, and ACES.
- Employed innovative approaches to resolve intricate challenges, showcasing adeptness at generating creative solutions. Thrived in the fast-paced domain of marketing design, consistently delivering high-quality outputs within tight deadlines.
- Engaged in comprehensive project involvement spanning from initial concept to the realization of extensive marketing campaigns.

Insider Media Management

2013 – 2015

Senior VFX / 3D Motion designer

Boca Raton, FL

- Spearheaded the creation of fresh branding and designs for notable clients, including Comcast and The Inn at New Hyde Park.
- Pioneered the establishment and growth of the company's internal art department, resulting in the successful integration of all client web projects in-house.

Freelance

2010 – 2015

Web & 3D/2D Motion Designer

Miami, FL

- Established and operated a comprehensive freelance media and design agency, providing end-to-end services encompassing diverse branding solutions.

EDUCATION

Digital Media Arts College

2015

Web Development MFA

Boca Raton, FL

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

Lynn University

2008

- Magna Cum Laude
- GPA 3.72

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Certified Motion Graphic & VFX Artist (Adobe), After Effects CC (Adobe)
- **Skills:** Cinema 4D, Unreal Engine, X-Particles, Maya, Substance Painter / Designer, Redshift, Octane
- Z brush, Marvelous Designer, After Effects, ACES, PHP, Python, JS/JSON, Xpresso, CSS, Graphic Design, 3D Animation
- **Interests:** Video games (Destiny, God of War, Hollow Knight), hip hop, basketball, automotive racing, anime, film especially (noirs), teaching