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# Sonny Angell

## Digital Design Specialist

[WWW.SONNYANGELL.COM](http://WWW.SONNYANGELL.COM)

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### SUMMARY

Skilled and versatile Digital Design Specialist with thirteen years experience in digital and traditional media. Extensive background in visual design, including character design, animation, and high-level compositing. Wealth of experience as a staff artist and independent designer. Self-motivated, innovative and proven problem-solver thriving in environments with strict deadlines.

### SKILLS

#### 3D

- 3D Animation, 3D Modeling, Texturing, Rendering, Lighting
- Advanced experience in 3D modeling
- Hard surface 3D modeling
- Pixar style cartoon visuals, rigging and animations
- Zbrush Digital Sculpting
- Design and exporting for 3-D printing
- 3D Scanning (Agisoft)
- Game engine development
- Low polygon modeling
- Arnold Rendering
- Technical problem solving thru exp. and R&D

#### 2D

- After Effects post production work on all phases. (keying, compositing, animation, full use of Trapcode and Video Co-Pilot suites, 3D element)
- 2D and 3D Motion Graphics
- Nuke 3D camera and Planar Tracking
- Nuke 2D Compositing
- Nuke cleanup / scrubbing work

### SOFTWARE / TOOLS

- Autodesk Maya (14 yrs)
- Adobe After Effects (13 yrs)
- Nuke (2 yrs)
- PFTrack (1yr)
- Agisoft (1Yr)
- Zbrush (10 yrs)
- Substance Painter (1 yr)
- Photoshop, Illustrator (18 yrs)

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## EXPERIENCE

### **Visiontron, Hauppauge NY - Senior Art Director**

MAY 2018 - PRESENT

Hired as Senior Art Director to transform the company's visual branding and digital voice into a wonderfully digestible medium. Tasked with updating all of the marketing materials, current branding, website and intra-office branding using high level 3D, 2D and traditional art experience.

Single handedly re-created all of visiontrons products with architectural precision. For use in several marketing outputs which has proven increased sales.

Instrumentally involved in re-designing, programming and maintaining Visiontron's brand new website. Implementing new technology onto the website product areas allowing for a fun and engaging shopping experience.

Given strategic information transforming it into beautiful marketing materials, planning social media campaigns and producing eye catching animations across all social media platforms.

### **Freelance Artist, NYC / LA - 3D, 2D and VFX Generalist**

FEBRUARY 2018 - PRESENT

Working with several clients and agencies providing high level videos, effects, animations and VFX. Either on a work from home basis or in house, providing work for clients such as;

- **Macy's**, New York, NY. Worked with the web development team to create a web based immersive 3D world celebrating the 90th anniversary of the Macy's Thanksgiving Day Parade. Creating and art directing a full mockup of Manhattan Island, recreated Herald Square, 34th St and Macy's Store front and 12 different balloon floats spanning from 1920 to 2016.
- **Stargate Studios**, Los Angeles, CA. Completed VFX work on the Showtime TV Drama "City on a Hill" . Using Nuke I scrubbed footage, keyed green screen footage, and added special effects to certain spots in the footage as needed.
- **Short Notice Creative**, Brooklyn, NY. Several TV show informational and documentary spots on History Channel "The Lost Corvette" and 4 informational videos form "MEVION" medical company. - Maya, 3D, After Effects, Element 3D, Nuke.
- **Deep Focus**, New York, NY. TV and Social media ads for HBO - VFX, NUKE, After Effects, maya, 3D

### **VAYNERMEDIA, NYC - CGI Lead**

AUGUST 2016 - FEBRUARY 2018

Gary Vaynerchuck's production company. One of the leading advertising agencies in NYC.

Became an instrumental part of the production animation/video team. Hired as "Lead Animator" to create high-level VFX, 2D and 3D videos, animations and other media for the most popular social media outlets and TVC clients.

- Directed and supervised several VFX video projects (Quaker, Budweiser, Dove, Stella Artois, Chase, Spiked Seltzer).
- Mentored many other employees and freelancers.
- Attended and lead video shoots.
- Hired personnel for specific projects.
- Taught myself several new programs and workflows on site as well as on my own time to further my abilities.

### **Express Scripts, Franklin Lakes, NJ - Senior Digital Specialist**

APRIL 2013 - JUNE 2016

One of the largest and most successful pharmaceutical companies, Expertly produced their 2D and 3D video work. Creating private and public videos to increase ROi and company up sells. Being the only digital artist within the entire enterprise brought many challenges, constantly working on high-profile executive animations, videos and simulations.

- Worked with writers and various different departments for animation video needs.
- Single handedly developed high-level video animations for executive symposiums.
- Analyzed strategic messaging and implemented ideas to a storyboard to be approved by senior executive stakeholders and produced high level animation videos for Express Scripts events.

- Instrumental in the polishing and implementation of Express Scripts' visual identity and brand standards.
- Collaborated with creative directors remotely (St Louis, MO) and locally. Infusing the ability to minimize video edits and increasing productivity.
- Added great value to a department which needed more dynamic and effect marketing solutions.

### **Freelance Artist, NYC - 3D and 2D Freelance Artist**

APRIL 2012 - APRIL 2013

- **Thinkmodo**, New York, NY – This is a viral video company. Hired to design marketing materials to drive sales of Oakley sunglasses and other eyewear. Produced video marketing materials, to be used on YouTube to promote the Oakley brand.
- **Robinson Digital**: A small company that hires freelancers to produce high end 3D animation commercials and videos. Spearheaded two TVC commercials for “Sketchers” Sneakers. Providing them with 3D animation, lighting, rendering, render wrangling, texturing, modeling and scene setup.
- **Mustache**, New York, NY – This is a product marketing company that wanted to improve the design of their marketing material outputs. Single handedly produced several marketing materials such as 3D animated videos, 2D MoGraph video as well as comp cards for a few different clients such as MyCharge, Amstel and Chevy.
- **Citia**, New York, NY – This company developed an iPad application that improves the readability of technical literature. Created, imagined and designed all the artwork that accompanies the software, including the app's animated introduction and instructions.

### **TEQ, Huntington, NY - Digital Media Manager**

JULY 2010 - MARCH 2012

Teq sells computer based SMART boards which can be used for interactive classroom learning.

Worked as a full-time employee.

- Managed the 3D art department and all computer art projects.
- Developed over fifty learning objects (3D heart, World War I soldier, Tyrannosaurus Rex skull, a flu virus model, etc.) for SMART boards and other interactive classroom technologies using Unity and Unreal Development Kit.
- Produced and edited corporate event videos.
- Built up, engineered and produced weekly live webinar studio. Designed introductory videos, and developed video archives.
- Created a company demo reel used in product demonstrations.
- Designed marketing materials including new company logos for use in print and on the company website.

### **Freelance Artist, NYC - 3D and 2D Freelance Artist**

FEBRUARY 2009 - JUNE 2010

- **321 Launch**, New York, NY. This company develops 3D pre-visualizations of TV commercial, ad spots and short films. Working as a 3D artist, I created videos that captured the advertising designer's vision for the commercial. Produced the video using Maya and Motion Builder.
- **The Studio NYC**, New York, NY. This company also does pre-visualization of TV commercials, and 3D TV commercials which involve animations. Responsible for hiring artists for the 3D development team, managed 3D art projects, oversaw the work of junior artists. Streamlined workflow, developed outsourcing vendors.
- **Genki-Oki Studios**, New York, NY. This company developed two iPhone and iPad game apps. Hired to design the 3D artwork. Designed human characters and spaceships, using input from the game designers to grasp the look, personality, and skills of the characters. Used Maya, After Effects, and ZBrush to ensure smooth movement of the characters in the games. Designed the artwork/icons, for the games, used in Apple's AppStore and on the home screen of the iPhone/iPad.
- **Panoptic Studios**, New York, NY. Advertising agency produces art and videos for TV commercials and movie trailers. Hired to design 3D artwork for Vitamin Water drinks, Lincoln automobiles, Comcast, HBO, and Amazon.com. Designed animations, 3D objects, and elements used in the production of videos. Developed time saving methods for 3D modeling, introducing ZBrush to the company. Developed video effects and animations used in a documentary, and received credits in the movie, “Countdown to Zero”. Used Maya, After Effects, Adobe Creative Suite, and ZBrush.

### **WebMD, NYC - 3D Artist**

FEBRUARY 2007 - JANUARY 2009

The most popular websites for medical information. WebMD company sells advertising to pharmaceutical and medical device manufacturers. Working as a Lead 3D Designer:

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- Worked with drug companies to produce online videos, which contained 3D elements and animations. These were used to educate doctors about prescribing information for popular drugs.
  - Helped with the integration of 3D elements into videos.
  - Redesigned and enhanced online 2D graphic materials by adding 3D elements.

## EDUCATION

**School of Visual Arts, NYC** - *Bachelor of Fine Arts, Computer Art.*

AUGUST 2003 - MAY 2007

**Hendriks Institute, Lake Grove, NY** - *Certificate in Design, Web, Print, 3D Art.*

JANUARY 2001 - JUNE 2001