

Tim Coleman Motion Design • Art Direction

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Summary

Strategic Creative Director and Senior Motion Designer with 15+ years of experience transforming complex messages into compelling visual experiences. Expertise in leading creative teams, developing technical pipelines, and delivering high-impact content across entertainment, branding, and interactive media.

Experience

Sr. Motion Designer & Creative Developer We Love Thunder 2019 - current

- Art Directed creative teams for international events, including Southeast Asian Games 2018 opening ceremonies
- Led AR development for Academy Museum of Motion Pictures museum experience app
- Developed strategic brand animations for global clients including Carnival, Amazon Fire TV, and QuickSilver
- Directed full production pipeline for Star Trek Online release trailer (2022), incl: technical direction, lighting, VFX
- Established efficient workflows integrating emerging technologies including real-time rendering and AI-assisted production

Creative Director & Founding Partner Nocturnal Motion Design Studio 2014

- Managed creative direction for multiple Walt Disney (DCP) product campaigns & D23 expo (Imagicademy, Innovations, Sephora Princess, Villains)
- Led innovation initiatives to build internal studio toolkits and pipeline tools for After Effects & Cinema 4D
- Built and mentored creative team from ground up
- Successfully grew and sold founding interest in specialized motion design studio

Freelance Contractor, Sr. Motion Designer 2013

- Produced 3D & 2D animation for high-profile clients including PlayStation 4 (launch), Sony, GE, and Cisco
- Designed and animated content for the CISCO CES Stage show featuring Sarah Silverman
- Created interstitials and show opens for TLC and Discovery Channel
- Course Instructor: Motion Design, Academy of Art, San Francisco
- Developed Intro 3D animation curriculum at Utah Valley University as adjunct instructor

Walt Disney Consumer Products (Dept. of Health & Beauty) Motion Lead 2009

- Led design for internal/external content, including the Sephora "Villains" line
- Directed motion design collateral for strategic partnership with Tyson Foods
- Collaborated with cross-functional teams on brand strategy and visual storytelling

Education

The Art Center College of Design, Pasadena ~ Illustration / Entertainment Design

Skills

Creative Direction: Strategic visual development, Motion design & animation, Interactive & AR/VR development, UI/UX design, Brand development

Leadership & Strategy: Team building & mentorship, Project management, Pipeline development, Client relations, Process optimization

Technical Expertise: Cinema 4D/Redshift, Blender, Houdini, Adobe Creative Suite (After Effects, Premier, Photoshop, Illustrator), Real-time engines (Unity, Unreal), Design tools (Figma, Lottie, Rive), Development (JavaScript, Python, Swift/UI), Production tools (Jira, Frame.io, Shotgun)