



An experienced, multidisciplinary animation and video professional looking for the next creative adventure. Bringing a combination of innovative thinking, hands-on design, animation and video production skills.

[portfolio](#) | [alexnirenberg.com](http://alexnirenberg.com)

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## Experience

### **SVP, Director of Motion and Editorial | Mediabut, Los Angeles | Apr 2022 - present**

- » Created compelling case study videos to showcase media projects and campaign performance for prominent brands including Netflix, New Balance, NBA, Morgan Stanley, and others. Several of these case studies won awards at Ad Week, the Festival of Media, and Campaign.
- » Developed concept videos to enhance pitches, which contributed to successful client acquisitions and business growth, including securing clients like Ulta and Pinterest.
- » Oversaw all stages of the video development from concept through design and production including live editorial shoots, video editing and post production.
- » Managed, planned and prioritized a pipeline of video projects, collaborating effectively with cross-functional teams and executive leadership to get feedback and approval.

### **Director of Motion | Critical Mass, Los Angeles | Apr 2019 - Apr 2022**

- » Managed a in-house team of motion graphics artists working on various social and OOH campaigns.
- » Provided conceptual ideation, technical design direction and project planning across multiple brands.
- » Hired, trained and mentored studio talent with an emphasis on design quality and efficient working processes.
- » Studio lead for AT&T rebranding initiatives on social and OOH video campaigns.
- » Primary clients include Nike, Apple, Infiniti, BMW and Mitsubishi.

### **Senior Motion Graphics Designer and Animator | Organic BBDO, Los Angeles | Jan 2016 - Apr 2019**

- » Led the design and animation of Organic's motion graphics and video initiatives on digital and mobile.
- » Projects included social ad campaigns (Instagram, FB, Youtube and Snapchat), brand websites, mobile apps, client pitches, sizzle reels and wrap up presentations.
- » Clients included Kimberly-Clark, Quaker, AT&T, Wells Fargo, Tim Tam, HPE and American Family Insurance.

### **Freelance Motion Graphics, 3d Animation and Editing | Various Clients, NYC | Jul 2014 - Jan 2016**

- » Worked on various 2d / 3d motion design projects for Viacom, Edelman, PR Newswire MLS, My Active Driveway, Louis Vuitton, Brightalk and Fireworks Creative Lab.

### **Co-Owner and Creative Director | 3DIG Media Productions, Tel Aviv | Apr 2012 - Nov 2013**

- » Led the animation studio - specializing in 2d/3d video animation solution.
- » Created designs, style frames, storyboards and animations according to clients' needs and objectives.
- » Executed 3d projects included modeling, texturing, lighting, shading, animation and rendering.
- » Designed marketing tools including a brand website, promotional videos and brochures.

### **3d Animator and VFX Compositor | Freelance, Tel Aviv | Jun 2008 - Apr 2012**

- » Created 2d / 3d designs and animations from concept through completion based on client objectives.
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## Education

### **Associate's Degree in Animation | Hasifa University of Arts and Media, Tel Aviv | 2006 - 2009**

- » 2 year animation program for the broadcast and internet medias.
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## Proficiencies

- » Motion graphics: After Effects, Premiere Pro, Cinema4d and 3d Studio Max.
- » Design software: Photoshop, Illustrator, Keynote, Figma, and Lightroom.
- » Fluent in English, Hebrew and Russian.