



ZACH HORN

MOTION DESIGNER | EDITOR

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SUMMARY

Cutting edge, Emmy Award-Winning Motion Designer and Editor working within post production. An innovative thinker with a Masters in animation who delivers fresh compelling ideas and meets deadlines with high-quality final products for various channels including film, television, advertising and social media. Creative insight and advanced knowledge of industry standard software suites. Highly motivated and have a positive outlook creating powerful and purposeful concepts while staying up to date on current industry trends. Strong communication, organizational skills and attention to detail, including the ability to manage several projects simultaneously under tight deadlines.

SOFTWARE

- After Effects
- Cinema 4D
- Premiere
- Media Encoder
- Photoshop
- Illustrator
- InDesign
- Figma
- Midjourney
- AI Sora

EDUCATION

California Institute of the Arts
MFA
Character / Experimental
Animation

Rhode Island School of Design
BFA
Film / Animation / Video

PROFESSIONAL EXPERIENCE

Motion Designer/Editor | Ernst & Young 2022-2024

- Designing and animating motion elements for EY's Metaverse experience.
- Utilizing AI to enhance EY's social media presence on various platforms.
- Editing corporate videos and adding high production value towards teaching and coaching CPA SHRM-CP Certification webinars. Multitasking and collaborating within a fast paced competitive global environment.

Art Director | MSG (Madison Square Garden) 2021-2022

- Spearheaded strategy and execution ideas while acting as the brand ambassador to the Knicks, Rangers, Islanders, NJ Devils and Red Bulls.
- Managed big idea thinking as well as the production for the LED advertisement screens in and around MSG promoting the various sponsors of MSG and MSGN.

Motion Designer/Editor | Synchrony 2019-2021

- Translated ideas into stunning motion design work for digital national advertising and marketing campaigns, promos, B2B and D2C. interactive marketing material, packaging, social videos, and other digital-based projects.
- Partnered with Art Directors and Copywriters to create impactful, immersive, interactive while designing and executing for Synchrony's multiple business platforms as well as a variety of external brands.
- Sketched storyboards and produced motion tests.
- Maintained brand consistency, while also keeping brand fresh with innovative ideas, attention to detail, outstanding treatment of typography and layout.
- Established branded motion graphic design language to play out and run through national marketing and advertising campaigns, internal projects and new business pitches.

On-Air Broadcast Designer | NBC Sports and Olympics London 2012, Sochi 2014, Rio 2016 and PyeongChang 2018 2012- 2018

- Facilitated the rebrand of NBC Sports/NBC Sports Network.
- Created and animated Emmy Award-Winning graphics for London Olympics.
- Consistently rehired to create and animate toolkit graphics packages and Olympic partner sponsorships for Sochi, Rio and PyeongChang Olympic games.

Motion Designer/Editor | NBC Universal (Comcast) MSNBC, SYFY, USA Network, Universal Kids Bravo and Oxygen 2011-2018

Rebranded and refreshed the identities of MSNBC, SYFY and transformed Sprout into Universal Kids. Animated and edited promos and original IP for SYFY, USA Network, Bravo and Oxygen. Worked with NBC's Creative Internal Advertising (CIA) division creating cross-platform promo content.

Art Director | Smoke & Mirrors 2016-2017

- Managed design studio and oversaw all art direction.
- Supervised and communicated the highest caliber of design for high profile clients such as Samsung, Buick and Heineken.
- Creating pitch decks and mood boards for agency consideration.
- Fostering and maintaining client/studio trust. Building relationships with various ad agencies and potential clients.

Motion Designer/Composer | Framestore 2015-2016

- Designed and animated commercial spots for Dell "We Love Your Work."
- Assisted with graphic elements for Alex Gibney's documentary "Zero Days."
- Designed and animated the title sequence for Alex Gibney's documentary "Going Clear."

Motion Designer/Editor | Modern Post 2014-2015

- Created, animated and edited various commercial spots for Reed Krakoff, American fashion designer and former Executive Creative Director of Coach.

Motion Designer/Editor | Ogilvy Mather/Hogarth 2014-2015

- Animated and edited case studies for variety of brands with an emphasis on social media content for brands such as: IBM Watson, Lenovo, Jägermeister and Effie Case Study submissions.

Motion Designer/Editor | Grey Group 2013-2015

- Animated and edited case studies and commercial spots for clients including: Canon, Papa John's, Olive Garden and Volvo.

Motion Designer/Editor | The Mill 2014-2015

- Art directed, animated, edited and color corrected "NFL Now," a commercial spot which aired during Super Bowl XLVIII.
- Animated KPMG 's "We Shape History."

SKILLS

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|----------------------------|---------------------------|-----------------------|------------------------|
| • Creative / Art Direction | • Experimental Animation | • Visual Storytelling | • Illustration |
| • Motion Design | • Strong Communication | • Commercials | • Color Correction |
| • Editorial | • Management / Leadership | • Broadcast Design | • Advertising |
| • VFX / Compositing | • Team-Working Spirit | • Post Production | • Information Graphics |
| • Character Animation | • Workload Prioritization | • Logo Design | |

AWARDS

Emmy Award
"Outstanding Team Studio"
Games of the XXX Olympiad
NBC Sports

Emmy Award
"Outstanding Graphic Design"
Triple Crown
NBC Sports

ADDITIONAL NOTABLE PROJECTS

Motion Designer/Editor | Showtime 2023

- Composited VFX for "Yellowjackets" Season 2 for social media.

Motion Designer | Nitrous 2023

- Animated title sequence for "Great White Intersection," a documentary for Shark Week for Discovery+.

Motion Designer/Editor | Hi From the Future 2022

- IBM 2022 US Open, Designed graphics concept to completion that aired on national TV and displayed at Billie Jean King National Tennis Center.

Motion Designer/Editor | Calvin Klein 2017-2019

- Edited and animated content for social media for the iconic fashion brand, Calvin Klein.
- Edited and animated fashion reels relating to CK's seasonal look book.

Motion Designer/VFX Composer | Deutsch 2018

- Animated commercial spots for Outback Steakhouse, Benjamin Moore and Waterseal.

Composer | Not to Scale 2016

- Worked on the compositing for Škoda Auto commercial spot for the Tour De France.

Motion Designer/Editor | Havas Worldwide 2013-2015

- Designed, animated and edited a variety of commercial spots for clients including: Dos Equis, Johnnie Walker, Bailey's, Lifesavers.

Motion Designer | YES Network 2014

- Animated promo graphics for opening season.

Motion Designer/Editor | Moondog (Carousel) 2013-2014

- Designed title treatments for various projects: AVON, AIO Victoria's Secret and Playboy.

Motion Designer/Editor | Parkwood Entertainment 2013

- Ideated directly with Beyoncé, designed and animated projection mapping and video motifs for Beyoncé and Jay-Z's "On the Run" World Tour 2013 stage

Motion Designer/Editor | J. Walter Thompson 2009-2011

- Created animatics and edited commercial spots for a variety of clients including: Johnson & Johnson, Microsoft, Kimberly Clark, Royal Caribbean, Jose Cuervo Smirnoff and Cadbury.

On-Air Broadcast Designer | Comedy Central 2007

- Designed graphic elements and animated on-air promotion spots.

On-Air Broadcast Designer | CBS News 2005

- Created graphics for CBS Nightly News.

On-Air Broadcast Designer | ABC News 2003

- Worked directly with the art director as a motion designer for "World News Tonight with Peter Jennings."
- Refreshed the look of the show, animated map simulations for broadcast on Nightly News.