DAN WEISBARD

SENIOR MOTION/UX DESIGN

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EXPERIENCE

Amazon Music/ Amp Product Design, UX Motion Designer, New York, NY
June 2022- Current
Responsible for ground-up design of Amp *Wave* motion system. Conceptualize and execute motion design for all UX elements including as microinteractions, custom transitions, music visualizers, splash screen animations, and ambient motion in-product.

Optimized After Effects animation for efficient Lottie export to iOS and Android. Partner with design engineers to develop best practices and procedures for creating efficient pathways forward for motion implementation.

Design and lead all brand and marketing based motion initiatives for Amp. Research and utilize the latest technologies for bringing rich animation into the product while minimizing cpu/gpu load.

NBC Sports, Motion Designer/ 3D Artist, Stamford, CT
April 2017-June 2022
Responsibilities include original concept design and execution of animated 2D/3D graphics packages and promos for NBC, NBCSN, and Peacock streaming service. Led re-design of NBC Sports/NBCSN 24/7 network ticker. Spearheaded initiative to integrate Unreal Engine into broadcast graphics workflow. Mentored junior designers. Recipient of sports Emmy Award for Super Bowl LVI Pregame Show Graphics.

Gartner, Art Director, Multimedia, Stamford, CT
May 2016-March 2017
Concepted and designed creative motion graphic and video solutions for client expositions and large screen displays. Led 2D/3D animation development for corporate marketing. Managed a small team of junior designers.

SGK, Sr. Designer/ Lighting & Rendering Visualization Specialist, New York, NY
Feb 2014-2016
Created photo-realistic high-end 3D product imagery, animation, and motion graphics. Advanced retouching, illustration, and compositing. Hyper-realistic 3D product modeling and rendering.

PRATT INSTITUTE, Adjunct Professor, Department of Digital Arts, Brooklyn, NY
Jan 2013-Feb 2015
Teaching undergrad/grad level courses in dynamic fluid, cloth, rigid body, and particle effects animation with Maya and Realflow.

THE NAPOLEON GROUP, Technical Director/VFX Artist/3D Generalist, New York, NY
Feb 2010-Jan 2014
3D generalist for cinematics and commercial VFX.

FREELANCE, 3D Generalist/Compositor, New York, NY
August 2007-Jan 2010
3D Animation, modeling, rendering, and compositing for TV, advertising, medical, and film projects.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY, Rochester, NY
MFA - Computer Graphics Design - May 2007

GEORGE WASHINGTON UNIVERSITY
BA - Psychology/ Fine Arts - May 2003

PRIMARY TOOLS
Adobe Creative Cloud, Lottie, Figma, Cinema 4D, Unreal Engine, Trapcode Suite.