RESUME

LANCE MARXEN

SENIOR MOTION DESIGN ART DIRECTOR

CONTACT

🏠 Tarrytown, NY

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EDUCATION

BFA (Bachelor of Fine Arts)**,**
GRAPHIC DESIGN
& MOTION GRAPHICS
SCHOOL OF VISUAL ARTS
New York, NY
2004 - 2009

Studied under such notable faculty as Joshua Davis, Jeffrey Metzner, and Richard Wilde.

SKILLS

PROFESIONAL

Client Facing Roles Experience

Motivating Team Leader

Mentor to Junior Designers

Good Communication Skills

Wide Industry Knowledge

Creavtive Problem-Solving

Working Well Under Pressure

Rapid Self-Learner

PROFESSIONAL SUMMARY

Dynamic and accomplished senior-level motion design art director, with over 14 years experience across the digital design, advertising, post-production, and television broadcast industries. I'm highly ambitious and continually demonstrate a proven ability to execute masterful motion design and 3D animation solutions for brands, oftentimes single-handedly from concept to completion.

In my roles as art director, being a skills-focused creative leader, I initiate a very hands-on and integrated approach to building and leading creative teams from within. I facilitate a positive and collaborative environment, which contributes to delivering industry-leading motion design solutions for my clients. I take pride in continually expanding my technical and professional skill set, pioneering fresh solutions to creative problems through motion design, and finding new ways to bring brands to life with animation.

WORK EXPERIENCE

SENIOR DIRECTOR, VIDEO & ANIMATION
FLOWCODE
March 2024 - May 2025

As the first Director of Video & Animation at Flowcode, I built and developed video content and motion design graphics packages for marketing, advertising, training, sales, web content, and client product integration verticals.

- Lead the art direction and production of all video and animation at Flowcode.
- Directed live-action video content and executed all video editing.
- Executed senior-level 2D/3D motion design for all animation needs.
- Managed, mentored, and directed freelance motion designers.

SENIOR MOTION DESIGNER
PERCEPTION
April 2020 - May 2021 | Contract

Partnered with award-winning motion design studio, Perception, as a full-time contractor during this time. I contributed creative strategy, art direction, detailed UI animation and complex 3D design and animation execution to various projects.

- Spearheaded the 3D design and animation team on the major Hummer EV project for General Motors.
- Contributed detailed 2D animation work to all aspects of Hummer EV.
- Led the 3D animation work for the Ford Mustang UI project.
- Demonstrated 3D animation mastery with Cinema 4D and Redshift.

ART DIRECTOR, MOTION DESIGN
M2 (Media2)
Oct 2018 - Present | Contract | Various long-term bookings

Led a large number of major motion design projects at Emmy award-winning production company, Media2, through art direction, design, and animation - from concept to completion.

LANCE MARXEN

SKILLS

TECHNICAL
Adobe After Effects

Maxon Cinema 4D

Maxon Redshift Renderer

Substance Designer

Insydium X-Particles

Adobe Premiere

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

SceneGroup Cavalry

Unreal Engine (general working knowledge)

Pro-level Photography

Experienced Videography

CERTIFICATIONS

ANIMATION
School of Motion

DESIGN FOR MOTION
School of Motion

WORK EXPERIENCE CONTINUED

- Directed and executed entire animated in-stadium sports graphics packages for Brooklyn Nets, New York City FC, New York Riptide, and The Aurora Games.
- Single-handedly developed and built the entire in-stadium graphics package for the high-profile Capital One Orange Bowl for 6 consecutive years.
- Orchestrated and directed the in-stadium graphics packages for the entire AAF (Alliance of American Football) league, including all 8 teams.

ART DIRECTOR, MOTION DESIGN & VIDEO
MODICUM
Sept 2017 - Oct 2018

Staff Art Director of motion design & video at digital design agency, Modicum.
- Facilitated and executed hands-on art direction with the motion design team, adapting to regular client meetings, and mentored junior team members.
- Managed a team of motion and graphic designers to travel around the globe to work on-site developing on-stage presentation visuals for various Google events; traveling to Hong Kong, Macau, San Francisco, and Silicon Valley working such high-profile events as Google Hardware reveals, and Google I/O.
- Gained new client business by pitching creative concepts.

MOTION GRAPHICS DESIGNER / ANIMATOR
MR. WONDERFUL
Aug 2015 - Nov 2023 | Contract | Various long-term bookings

Partnered with award-winning motion design studio, Mr. Wonderful, during this time; and became an integral part of the team on a large number of high-profile animation projects.
- Contributed 2D/3D design and animation on a wide array of projects for clients such as NBC/Universal, CBS Sports, Coca-Cola, Nickelodeon, The Golf Channel, E! Network, Animal Planet, CBS The Late Show, ESPN and Lockheed Martin.
- Spearheaded the concept, design and animation, and subsequently won the pitches for the entire promo packages for The 2016 Rio Olympics as well as The 2020 Tokyo Olympics across NBC/Universal Networks.

FULL-TIME FREELANCE MOTION DESIGNER / ANIMATOR
VARIOUS CLIENTS
April 2015 - March 2024 | Contract

I worked as a full-time freelancer during this period, partnering with a large number of motion design studios, TV networks, post-production houses, advertising agencies, and VFX houses.
- Collaborated with such notable clients as Method Studios, Code & Theory, MSNBC, WEtv, Viacom Catalyst, NBC Sports, Rolling Stone, JP Morgan, First Tube, Beast, among others.

MOTION DESIGNER / ANIMATOR
truTV (Turner Broadcasting)
April 2012 - April 2015

Staff 2D/3D motion designer/ animator for cable network, truTV.
- Engaged and executed all aspects of broadcast design, delivering Show Packages, Promo Packages, Show Specific Promo Bugs, Upfront/ Event Graphics Animations, Lower 3rds, and various elements for Show Programming.

REFERENCES

AVAILABLE UPON REQUEST