
Sonny Angell

2d and 3D Digital Design Specialist

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SUMMARY

Skilled and versatile Digital Design Specialist with seventeen years of experience in digital and traditional media. Extensive background in visual design, including character design, animation, and high-level compositing. A wealth of experience as a staff artist and independent designer. Self-motivated, innovative, and proven problem-solver thriving in environments with strict deadlines.

SKILLS

3D

- 3D Animation, 3D Modeling, Texturing, Rendering, Lighting
- Advanced experience in 3D modeling
- Hard surface 3D modeling
- Pixar style cartoon visuals, rigging, and animations
- Zbrush Digital Sculpting
- Design and exporting for 3-D printing
- Low polygon modeling
- Arnold Rendering
- Technical problem solving thru exp. and R&D

2D

- After Effects post-production work on all phases. (keying, compositing, animation, full use of Trapcode and Video Co-Pilot suites, 3D element)
- 2D and 3D Motion Graphics
- Nuke 3D camera and Planar Tracking
- Nuke 2D Compositing
- Nuke cleanup/scrubbing work

SOFTWARE / TOOLS

- Autodesk Maya (16 yrs)
- Adobe After Effects (14 yrs)
- Nuke (3 yrs)
- PFTrack (3 yrs)
- Zbrush (11 yrs)
- Final Cut Pro (5 yrs)
- Substance Designer (2 yrs)
- Photoshop, Illustrator (18 yrs)

EXPERIENCE

NBC Universal, Remote - *Senior 3D Artist / Motion Designer II*

NOVEMBER 2021 - PRESENT

Trusted with creating high-end/complex motion design animations using 2D and 3D principles to be broadcast on television for various sports departments (Premier League, NFL, MLB, Golf or Nascar). Modeling, texturing, lighting, and animating football team logos on a high level (Cinema4D and Maya).

Previously supported NBC Sports in preparation for Super Bowl LVI.

Working with multiple employees and departments to troubleshoot art direction, animation, and technical aspects to streamline the process and increase productivity.

WWE, Stamford CT - *Motion Designer II*

AUGUST 2021 - NOVEMBER 2021

Hired as a freelance motion designer creating stunning visuals and animations for LIVE TV programs (RAW, NXT, and SMACKDOWN). Additionally, given the responsibility of creating storyboards for new on-air and pre-recorded specials and PPV shows and using my skills as a 3D artist and 2D motion design artist, working with several departments to create visuals for their specific projects and needs. Given opportunities to develop new projects/visuals for all of WWE's programming from start to finish with proven results.

Freelance Artist, NYC / LA - *3D, 2D, and VFX Art Director / Artist*

FEBRUARY 2018 - PRESENT

Working with several clients and agencies providing high-level videos, effects, animations, and VFX. Either on a work-from-home basis or in-house, producing work for clients such as;

- **Joan Creative**, New York, NY. Lead 3D and Motion Designer. Acting as Art Director on most motion graphics and CG projects for clients: SHEETZ, Facebook, BRAUNNY.
- **Stargate Studios**, Los Angeles, CA. Completed VFX work on the Showtime TV Drama "City on a Hill." Using Nuke, I scrubbed footage, keyed green screen footage, and added special effects to specific spots in the footage as needed.
- **Short Notice Creative**, Brooklyn, NY. Several TV shows, informational and documentary spots on History Channel "The Lost Corvette" and four informational videos from "MEVION" medical company. - Maya, 3D, After Effects, Element 3D, Nuke.
- **Deep Focus**, New York, NY. TV and Social media ads for HBO - VFX, NUKE, After Effects, Maya, 3D
- **Macy's**, New York, NY. Worked with the web development team to create a web-based immersive 3D world celebrating the 90th anniversary of the Macy's Thanksgiving Day Parade. Creating and art directing a mockup of Manhattan Island, recreated Herald Square, 34th St, and Macy's Storefront, and 12 different balloon floats from 1920 to 2016.

Visiontron, Hauppauge NY - *Senior Art Director*

MAY 2018 - OCTOBER 2020

Hired as Senior Art Director to transform the company's visual branding and digital voice into a wonderfully digestible medium. Tasked with updating all of the marketing materials, current branding, website, and intra-office branding using high-level 3D, 2D, and traditional art experience.

Created all of Visiontrons products in 3D with architectural precision for use in several marketing outputs, which has proven increased sales.

Instrumentally involved in re-designing, programming, and maintaining Visiontron's new website. In addition, implementing new technology in the website product areas allows for a fun and engaging shopping experience.

Given strategic information and transforming it into beautiful marketing materials, planning social media campaigns, and producing eye-catching animations across all social media platforms.

VAYNERMEDIA, NYC - CGI Lead

AUGUST 2016 - FEBRUARY 2018

Gary Vaynerchuck's production company. One of the leading advertising agencies in NYC.

Became an instrumental part of the production animation/video team. Hired as "Lead Animator" to create high-level VFX, 2D and 3D videos, animations, and other media for the most popular social media outlets and TVC clients.

- Directed and supervised several VFX video projects (Quaker, Budweiser, Dove, Stella Artois, Chase, Spiked Seltzer).
- Mentored many freelancers.
- Attended and led video shoots.
- Hired personnel for specific projects.

Express Scripts, Franklin Lakes, NJ - Senior Digital Specialist

APRIL 2013 - JUNE 2016

One of the largest and most successful pharmaceutical companies Expertly produced their 2D and 3D video work.

Creating private and public videos to increase ROI and company upsells. Being the only digital artist in the enterprise brought many challenges, constantly working on high-profile executive animations, videos, and simulations.

- Worked with writers and various departments for animation video needs.
- Single-handedly developed high-level video animations for executive symposiums.
- Analyzed strategic messaging, implemented ideas to a storyboard approved by senior executive stakeholders, and produced high-level animation videos for Express Scripts events.
- Instrumental in polishing and implementing Express Scripts' visual identity and brand standards.
- Collaborated with creative directors remotely (St Louis, MO) and locally. Infusing the ability to minimize video edits and increase productivity.
- Added great value to a department that needed more dynamic and effective marketing solutions.

Freelance Artist, NYC - 3D and 2D Freelance Artist

APRIL 2012 - APRIL 2013

- **Thinkmodo**, New York, NY – This is a viral video company. I was hired to design marketing materials to drive Oakley sunglasses and other eyewear sales and produced video marketing materials on YouTube to promote the Oakley brand.
- **Robinson Digital**: A small company that hires freelancers to produce high-end 3D animation commercials and videos. Spearheaded two TVC commercials for "Sketchers" Sneakers. Providing them with 3D animation, lighting, rendering, render wrangling, texturing, modeling, and scene setup.
- **Mustache**, New York, NY – This product marketing company wanted to improve the design of its marketing material outputs. As a result, I single-handedly produced several marketing materials such as 3D animated videos, 2D MoGraph videos, and comp cards for a few different clients such as MyCharge, Amstel, and Chevy.
- **Citia**, New York, NY – This company developed an iPad application that improves the readability of technical literature. Created, imagined, and designed all the artwork accompanying the software, including the app's animated introduction and instructions.

TEQ, Huntington, NY - Digital Media Manager

JULY 2010 - MARCH 2012

Teq sells computer-based SMART boards which can be used for interactive classroom learning.

- Managed the 3D art department and all computer art projects.
- Developed over fifty learning objects (3D heart, World War I soldier, Tyrannosaurus Rex skull, a flu virus model, etc.) for SMART boards and other interactive classroom technologies using Unity and Unreal Development Kit.
- Produced and edited corporate event videos.
- Built up, engineered, and produced weekly live webinar studio: designed introductory videos and developed video archives.
- Created a company demo reel used in product demonstrations.
- Designed marketing materials, including new company logos for use in print and on the company website.

Freelance Artist, NYC - 3D and 2D Freelance Artist

FEBRUARY 2009 - JUNE 2010

- **321 Launch**, New York, NY. This company develops 3D pre-visualization of TV commercial ad spots and short films. As a 3D artist, I created videos that captured the advertising designer's vision for the commercial.
- **The Studio NYC**, New York, NY. This company also does pre-visualization of TV commercials and 3D TV commercials, which involve animations. Responsible for hiring artists for the 3D development team, managing 3D art projects, and overseeing the work of junior artists. Streamlined workflow and developed outsourcing vendors.
- **Genki-Oki Studios**, New York, NY. This company developed two iPhone and iPad game apps. I was hired to design the 3D artwork and designed human characters and spaceships, using input from the game designers to grasp the characters' looks, personalities, and skills. Used Maya, After Effects, and ZBrush to ensure smooth movement of the game characters. Designed the artwork/icons for fun interactions in Apple's AppStore and on the iPhone/iPad's home screen.
- **Panoptic Studios**, New York, NY. Advertising agency produces art and videos for TV commercials and movie trailers. Hired to design 3D artwork for Vitamin Water drinks, Lincoln automobiles, Comcast, HBO, and Amazon.com. Designed animations, 3D objects, and elements used in the production of videos. Developed time-saving methods for 3D modeling, introducing ZBrush to the company. Generated video effects and animations used in a documentary and received credits in the "Countdown to Zero" movie.

WebMD, NYC - 3D Artist

FEBRUARY 2007 - JANUARY 2009

The most popular websites for medical information. WebMD sells advertising to pharmaceutical and medical device manufacturers. Working as a Lead 3D Designer:

- I worked with drug companies to produce online videos containing 3D elements and animations. These were used to educate doctors about prescribing information for popular drugs.
- Helped with the integration of 3D elements into videos.
- Redesigned and enhanced online 2D graphic materials by adding 3D elements.

EDUCATION

School of Visual Arts, NYC - Bachelor of Fine Arts, Computer Art.

AUGUST 2003 - MAY 2007

Hendriks Institute, Lake Grove, NY - Certificate in Design, Web, Print, 3D Art.

JANUARY 2001 - JUNE 2001