

# Bradley William Griffin

Interactive Motion Artist + Tech Lead

## Primary Proficiencies

Illustrator, Photoshop, Maya, After Effects, Flash

## Brands

Adidas, Allstate, Aussie, Circuit City, Clairol, Coca-Cola, DSW, Head and Shoulders, Harley Davidson, Herbal Essences, HSBC, Hyatt, Levi's, LVCVA, Marzetti, Moen, Nationwide, Pantene, Reebok, Sephora, Scotts Lawn, Toyota, Westernbank

## Education

### Bachelor of Fine Art

The Ohio State University, Columbus, OH  
Major: Art & Technology - 1998 - 2001

University of Cincinnati, Cincinnati, OH  
College of Design, Architecture, Art & Planning  
Major: Digital Design - 1997 - 1998

## Awards

### Ad-Tech

Best User Defined Experience.  
Levi's Unbutton Your Beast.  
(www.unbuttonyourbeast.com) - 2009

IAC  
Outstanding Microsite.  
Herbal Essences Valentines Day Campaign.  
(www.dumpcupid.com) - 2007

Outstanding Microsite.  
Resource Holiday Card '06. (www.gotfruitcake.com) - 2007

CA/Design Interact  
Unofficial Holiday e-Card Annual. First place.  
Resource Holiday Card '06. (www.gotfruitcake.com) - 2007

CSCA  
Award of Excellence.  
Resource Holiday Card '06. (www.gotfruitcake.com) - 2006

Addy  
Gold Addy/ Best In Category/ Judge's Choice.  
The Coca-Cola Company. (www.cocacola.com) - 2007

Silver Addy.  
Aussie Styling Videos. - 2007

Silver Addy.  
Blame It On The Color. (www.blameitonthecolor.com) - 2007

Silver Addy.  
Resource Holiday Card '06. (www.gotfruitcake.com) - 2007

Citation of Excellence.  
Resource Holiday Card '06. (www.gotfruitcake.com) - 2006

Citation of Excellence.  
Flash motion piece for P&G Beauty. - 2005

Brad Griffin is an artist who seeks new ways to induce rhythm and dynamics into multiple animation platforms. From procedural animation to the application of keyframes, his passion resides in the math behind the motion.

## Experience

### Tech Lead

EVB, San Francisco, CA  
Produced/ Directed the planning and execution of all major motion and interaction initiatives. Assisted the Director of Technology with process decisions. - 2008 - present

### Senior Motion Designer

Critical Mass, Chicago, IL  
Produced and offered expertise to fellow specialists among this global company to complete complex media ad campaigns - 2008

### Senior Interaction Designer

Resource Interactive, Columbus, OH  
Provided interaction direction to internal design team and contractors. Spearheaded interaction and motion for initiatives for clients including one of the world's largest brands. - 2006 - 2008

### Media Designer

Mills/James Productions, Columbus, OH  
Designed, produced and provided oversight in the development of websites and rich media. Collaborated with clients throughout the creative process and acted as a liaison between the client and the larger design team. - 2004 - 2006

### Adjunct Instructor

Columbus State, Columbus, OH  
Instructed 3d Studio Max course covering multiple disciplines including modeling and texture basics, cameras and rendering. - 2003

### Multimedia Designer

Bachman Design, Dublin, OH  
Created 3d environments and renderings from architectural building plans. Designed and developed media for interactive kiosks and web. - 2002 - 2004

### Interactive Media Designer

Novinity Communications, Inc. Columbus, OH  
Concepted and created websites and CDROM based media - 2001 - 2002

### Animator

Jamination, Columbus, OH  
Created matrix and video board animation for pro sports teams - 1999 - 2000

## Contact Information

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