

John Einselen

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3D Design
Motion Graphics
Visual Effects
Video Production
Art Direction
Procedural Design
Interactive Prototyping
Pipeline Development

After Effects

Premiere

Photoshop

Illustrator

Lightwave 3D

Modo

3D Coat

SpeedTree

Unity 3D

Reaper DAW

Quartz Composer

MacOS

CoreImage Filter (GLSL)

Shader Forge (HLSL)

JS, PHP, HTML, CSS

Bash and CLI

Technical Director and Motion Design Lead

With over 15 years of production experience, I have a passion for interactive graphics, visual effects, and media design, along with the training and experience to back it up with technical skill.

My credits include art director, design lead, visual programmer, technical director, pipeline developer, animator, visual effects artist, and director on numerous productions including work for Adidas, BMW, Chrysler, Coca-Cola, Ford, Disney, Kaiser Permanente, Microsoft, Sesame Street, Volkswagen, and many others.

My work is seen in museums and trade shows, experienced in airports and flagship stores, and shown on screens both big and small (from walls to mobile phones).

2007–present

Technical director and motion design lead at Vectorform—working on countless productions, experiences, and campaigns for global brands. My responsibilities include art direction, motion graphics, visual effects, video production, interactive experience development, prototyping and shader creation, pipeline creation, mentoring, and presenting to clients and industry groups.

2006–2007

Visual effects artist for the AiG Creation Museum—working as the primary in-house 3D animator with responsibilities including modelling, lighting design, look and shader development, compositing, and on-set effects oversight. I also created an interactive kiosk system from back end code to UI design.

2006

Motion graphic designer at Answers in Genesis—working for the presentation and print departments creating 3D illustrations, animations, book cover designs, and magazine photography.

2004–2005

Freelance visual effects artist and designer—working in production, 3D animation, compositing, editing, DVD development, and design.

2002–2005

Teaching assistant at Indiana Wesleyan University—working in the design department computer lab and teaching hybrid darkroom techniques for the photography department.

2002–2004

Motion graphic artist, 3D animator, and video production assistant at World Gospel Mission—helping create some of their most successful fundraising videos, with on-set and on-site production work ranging from Marion, Indiana, to Olderkesi, Kenya.

2001–2005

Education—Bachelor of Science in Computer Graphics and Photography with emphasis on 3D animation and video production, graduating from Indiana Wesleyan University with honors.