



JOE BUSAM

MOTION DESIGN DIRECTOR

Bringing projects to life is my passion. I live for using my creative skills to tell my clients stories; and work with them to define the look, feel, and overall direction to get results

Along with vast knowledge of both the video production and social media content, I understand the audience drivers and best practices in utilizing multichannel motion content.



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joeanimates.com
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WORK EXPERIENCE

Design Director-Motion & Digital at Marks. 2022–Present

Motion Design Director of multichannel motion content for international design and marketing agency; Video and Motion thought-leader. Clients include LEGO, PepsiCo, Bausch & Lomb, Starbucks, Chevron, and Nestle,

Senior Motion Designer at Jazwares; — 2021–2022

Motion design lead and video editor across multiple brands; including Squishmallows, Fortnite, Star Wars, and Pokemon. Created impactful sales videos for commercial vendors including Amazon, Walmart, and Target.

Creative Director/Senior Motion Creative at Freelance; — 2020–Present

Design lead for motion graphics and animation-based projects for use in advertising, social, and customer outreach for entertainment and corporate customers; including Apple TV+, Arbonne, Procter and Gamble, Scripps, & Welch's.

Creative Director at Boot Camp Digital; — 2016–Present

Creative Director and lead designer of social marketing and training assets. Produced all video related content both in-studio and on location. Created branding standards for all internal and external creative. Streamlined video workflow for all trainers, resulting in over 50% decrease in external video costs.

Director of Motion & Video at AlloyFX; — 2013–2016

Lead designer, animator, and editor on all video-based projects. Collaborated with clients to create the concept and storyboards. Lead teams of motion artists, 3D specialists, and editors to execute final projects. Coordinated and directed video productions with internal and external crews.

Founding Partner/Design Director at Barking Fish; — 2005–2013

Lead designer and animator on commercial, training, and entertainment projects. Managed internal and freelance teams to execute projects. Involved with many high-profile projects including full-length documentaries, features, web series and television pitches.



EDUCATION

Bachelor of Science in Electronic Media Technology from The University of Cincinnati — 1999

Dean's List through entirety of program; Graduated Phi Theta Kappa. Extracurricular activities included student newspaper, ITVA and internships/co-op for video production houses.



SKILLS & EXPERTISE

Adobe After Effects



Adobe Illustrator



Character Animation



Art Direction



Adobe Photoshop



Adobe Premiere



Graphic Design



UX Design



INTERESTS



Sailing



SCUBA



Travel



Music



Movies



Cooking



Outdoor