

ANDREI DAN

Motion Art Director // Motion Design Lead // Senior Art Director // Video Strategist

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Location: New York City (Open to Remote/Relocation)

Objective

To create exceptional products and content for my clients, while helping create a strong and connected team comprised of exceptionally talented individuals. Specializing in everything from animation and compositing to creative direction and video strategy, my aim is to push the boundaries of creativity in tech and entertainment.

Work Experience

Owner - Freelance (Sr. Art Director, Lead Animator, Motion Art Director, Sr. Composer)

6/2008 - Present Agadan.tv/AGADAN Inc. New York, NY (self owned freelance company)

Fueled by a successful project with IMG Models, I founded my own company to leverage my then growing skills in design, leadership, and strategy. Now, with over 15 years of experience, I have thrived in various capacities, merging talents in animation, directing, editing, compositing and strategy to cater to diverse industries, including Advertising, Production, Social Media, Apparel, and Cosmetics. My adaptability and unwavering commitment to excellence have consistently yielded outstanding results for clients. I pride myself on offering both my individual expertise and the ability to assemble and lead tailor-made teams to meet specific project needs.

Clients: Verizon, Google, Maybelline, Havas, Shopify, Walmart, Marvel, CHRLX, Method, The Artery, BigStar, LosYork, SYFY, Vhl, Nickelodeon, Droga5, A+E, AKQA, Stardust, Shilo, TVLand, Oxygen, Transistor, Cause&[Effect], Nike, VCCP, M&C Saatchi.

(For specific longer client projects and freelance bookings, please see page 2)

Video Strategy Consultant

09/2022 - 03/2023 Megaport, Melbourne, Australia (remote)

As Video Strategist and Motion Lead at Megaport, a leader in scalable bandwidth for cloud connections, metro ethernet, Data Centre backhaul, and Internet Exchange Services, I led the development and execution of the company's video strategy. This strategy was aimed at enhancing knowledge dissemination for both existing users and our expanding customer base. I started with a core team of three creatives, outlining a roadmap for scaling up to a larger, in-house production team capable of creating compelling content while collaborating effectively with external vendors. Under my leadership, we successfully established and maintained brand awareness, significantly contributing to Megaport's market presence and educational outreach efforts.

Motion Art Director

08/2020 - 10/2022 Walmart E-Commerce, Hoboken, NJ

Joining Walmart to spearhead the expansion of the Social Media team, I played a pivotal role in transitioning towards organic advertising by leading and nurturing a dedicated Motion/Video team. Our mandate was to enhance video content for Walmart's social media platforms, where we focused on refining brand guidelines specific to social media, elevating content quality, and fostering interactivity with an aim to serialize notable projects. Recognizing my contributions, I was entrusted with a strategic role assisting campaign teams across major holiday campaigns, including Fashion, Entertainment, Home, Kids/Toys, and Hardlines. In this capacity, I was instrumental in developing compelling content and assets tailored for website, social media, broadcast, and email marketing, significantly amplifying our campaign reach and engagement.

Adjunct Professor

09/2016 - Present School Of Visual Arts, New York, NY

Teaching a Motion Graphics Workshop to Junior and Senior Advertising/Graphic Design students. I focus on the fundamentals of Motion Graphics (design, editing, color theory and animation) along with programs like AE, Premiere, Animate and C4D and prep them to be better ready for the industry post graduation.

A N D R E I D A N

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Client & Freelance

VCCP - Google Chrome / T-Mobile For Business

08/2023 - 03/2024 - Senior Motion Designer

Google Chrome Ads - Revamped Google Chrome Ads for Worldwide Markets, mainly EU ones where the spots needed to be translated and adjusted per every market's needs separately, resulting in an increase in conversions and expanded market reach.

T-Mobile - Updated and expanded on the T-Mobile For Business social campaign, for Finance, Retail, Healthcare and PGA/LPGA specialty spots.

Google

06/2020 - 09/2020 - Senior Motion Art Director

Project 01 - Worked on developing multiple videos for a big in-house presentation.

Project 02 - Worked on conceiving and toolkit building for yearly gear release event. Launch Night In.

CHRLX

11/2016 - 06/2020 - Senior Motion Graphics Designer

Too many projects to note. Worked along side a talented group of post-production professionals, I designed, animated and composited for mid to high-end commercials and advertising. Working in client sessions with agencies for clients like Verizon, Pfizer, Spectrum, and Facebook, to come up with quick but quality turnaround on all projects. Job Highlight was creating ten separate Oscar spots for Verizon Fios, one for each break. Head Animator and Compositor on all Verizon Fios jobs for 2.5 years.

NBCUniversal Media, LLC

04/2019 - 04/2020 - Motion Graphic Designer

Brought in during a soft re-brand for SyFy Wire, I was responsible for animating and designing for new shows that were geared for social media. Creating graphic packages for youtube and instagram based shows was a very different experience but a fun one where there was a lot to learn. Understanding youtube analytics and seeing how people respond to my visuals live, gave me a better idea of how to adjust and better them for more success.

Education

5/2009 School of Visual Art, New York City, New York

Bachelor's Degree with Double Major in Graphic Design and Motion Graphics

Programs

After Effects Premiere Pro Photoshop Illustrator Indesign Cinema4D Figma Davinci Resolve

Skills

2D Animation / 3D Animation / Concepting / Pitching / Video Editing / Art Direction / Motion Direction / Advertising / Campaigns / Video Strategy
Video Production / Social Media Strategy / On Set Direction / UX / Branding / A.I. / Team Building / Production Management