

# BILL HOOD

## 3D MOTION DESIGNER & ANIMATOR

### CAREER OBJECTIVE

Dynamic, multifaceted production leader with established expertise creating and directing exceptional and compelling motion graphics, films, and broadcasts. Enterprising visionary combining technical optimization and operational excellence.

### EXPERIENCE

#### SENIOR 3D & MOTION GRAPHICS DESIGNER

*BetMGM, New York City, NY / Oct 2020 - Present*

Design and build a variety of motion graphics and animations for broadcast and digital in order to promote engagement with the sports and casino products.

- Create animations to drive engagement to the betMGM products.
- Collaborate with the design team to build 3D animations.
- Help to create and optimize design and animation workflows

#### SENIOR MOTION GRAPHICS DESIGNER

*Amazon, New York City, NY / Aug 2019 - Oct 2020*

Create motion graphics and animations for daily live shows. Implement, execute, and maintain consistent graphic elements. Collaborate with cross-functional creative teams on project completions within deadline-driven, fast-paced environment.

- Managed designs/workflows in adherence to style guides and stakeholder vision.
- Designed animations, 3D characters, visual effects within time/budget.
- Lead a team of five designers while managing tentpole events including Prime Day and Black Friday.

#### PRODUCER / MOTION GRAPHICS DESIGNER / EDITOR

*Freelance, New York City, NY / Oct 2017 - Present*

- Developed and oversaw projects managing budgets/expenses, logistics, and crews.
- Designed creative social ads for companies such as *Airtime*, *AOK*, and *Camp Super Now*.
- Created, directed, and edited five-episode series for *Delish.com*, *The Roast*.
- Wrote, produced, and directed short film, *Earthling*.

#### PRODUCER / MOTION GRAPHICS DESIGNER

*HEED LLC, New York City, NY / Jun 2017 - Jul 2019*

- Created content for multiple platforms including promotional and branding
- Created motion graphics and animations using analytics and biometric info.
- Lead editors and other designers in multichannel content production.

#### PRODUCER / EDITOR

*Vocativ, New York City, NY / Jan 2017 - Jun 2017*

- Facilitated content development, production, and editing for social platform.
- Developed branded and social content for productions including *TLC* and *Discovery ID*

#### PRODUCER / EDITOR

*Whistle Sports, New York City, NY / May 2016 - Dec 2016*

- Provided production, and editing, and animations for *Nick Toons*, *Top Ten Trick Shots*.
- Created concept and story for half-hour broadcast and digital specials.

✉ [bill.hood09@gmail.com](mailto:bill.hood09@gmail.com)

🌐 [www.billhoodmedia.com](http://www.billhoodmedia.com)

### EDUCATION

#### PENNSYLVANIA STATE UNIVERSITY

**University Park, PA**

*Bachelor of Arts (B.A.)*

*Broadcast Journalism (May 2013)*

### TECHNICAL SKILLS

Motion Graphics/Animation

Graphic Design

Adobe After Effects

Cinema 4D

Redshift

Red Giant Trapcode Suite

Insydium Fused Suite

3D Scanning

Premiere

Photoshop

Illustrator

Element 3D

Camera & Lighting set ups