

# Devin Nickoloff

Senior Motion Designer · 3D & Brand Animation

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Oakland, CA · djn.design

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## PROFESSIONAL SUMMARY

Senior Motion Designer with 10+ years crafting brand-defining animation, 3D motion graphics, and product storytelling for Apple, Google, Sony, Amazon, and Fortune 500 brands. Expert in end-to-end production—concept through final delivery—spanning campaign videos, paid social, UI motion, interactive experiences, and explainer content. Proven ability to build scalable motion systems, establish brand guidelines, and leverage AI tools (Topaz AI, Nano Banana) to accelerate output without sacrificing quality. Passionate about infusing narrative and movement into every brand touchpoint.

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## CORE COMPETENCIES

<b>Motion Design</b>	After Effects · Cinema 4D · Motion Graphics · UI Animation · Visual Effects · Animation Principles
<b>3D Production</b>	Animation · Modeling · Rigging · Texturing · Lighting · Rendering (Redshift, Octane, Cycles) · Scripting
<b>Creative Tools</b>	Adobe CC (AE, PS, AI, Premiere) · Figma · FCP · Unreal Engine · Rive · Maya · Blender · Substance Painter · C4D
<b>Storytelling</b>	Storyboarding · Style Frames · Campaign Concepting · Brand Systems · Video Editing · Sound Design
<b>AI &amp; Emerging</b>	Topaz AI · Claude · Sora · Nano Banana · Generative Workflow Integration · WebGL Experiences
<b>Leadership</b>	Cross-functional Collaboration · Motion Guidelines · Template Systems · Technical Direction · Brand Guidelines

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## EXPERIENCE

### Senior 3D Motion Designer

Sep 2025 – Mar 2026

AY-OK · Remote Contract

- Concepted and delivered high-impact 3D motion graphics and brand animations for Amazon Fire TV marketing campaigns, driving product awareness across digital and broadcast channels.
- Executed end-to-end production pipeline—style frames, storyboards, animation, compositing—using Maya, After Effects, Mocha, Topaz AI, and Figma.

### Senior 3D Motion Designer

Aug 2024 – Mar 2025

Authors · Remote Contract

- Produced motion graphics, live-action compositing, and 3D product animations for Meta and Udemy, ensuring visual consistency with each brand's design system.
- Consulted on and streamlined a CAD-to-render pipeline, cutting production time and elevating deliverable quality across the team.
- Tools: Blender, After Effects, Mocha, Topaz AI, Figma.

### Senior Motion Designer

Feb – May 2024

CYLNDR · Remote Contract

- Developed 2D and 3D motion graphics for a high-profile American Express campaign, balancing brand fidelity with creative ambition across multiple deliverable formats.

### Associate CG Director

Oct 2022 – Mar 2023

Dentsu Creative · Remote Contract

- Art directed and produced marketing motion content across multiple GMC product campaigns, collaborating with agency creatives and brand stakeholders.
- Led creation of a groundbreaking interactive desktop and mobile experience for the GMC Sierra EV Denali launch—modeling, animation, and environments in Unreal Engine and Maya.

## Senior Motion Designer

Sep 2020 – Aug 2022

Google · Remote Contract

- Designed 3D motion graphics and Live View AR assets for Google Maps, translating complex product features into intuitive, polished visual storytelling.
- Animated motion graphics for Google I/O keynote demonstrations, communicating product innovation to global audiences.
- Partnered with engineering to successfully integrate a new real-time 3D rendering system, authoring spec docs and prototype assets to bridge design and development.

## Senior 3D Artist

May 2019 – Jul 2020

Visual Concepts (NBA 2K) · Novato, CA

- Created and integrated 3D game content for AAA titles NBA 2K20 and NBA 2K21 (standard and next-gen), maintaining rigorous quality standards under tight release schedules.
- Designed UI/UX for key gameplay features and integrated all assets through a proprietary pipeline—sharpening game functionality across both design and production.

## Senior Animator — Marketing & Brand

Apr 2018 – Apr 2019

Sony Interactive Entertainment · San Mateo, CA

- Produced product videos, sizzle reels, VR experiences, and SIE marketing campaigns for AAA game franchises and Nike brand collaborations.
- VFX-directed live-action and 3D productions: shot tracking, modeling, texturing, rigging, lighting, and animation end-to-end.

## 3D Motion Designer — Earlier Career

2014 – 2018

Viscira · First Person · Swirl · Intel · Apple

- Apple (2014): Created product renders and wallpapers for iOS 8 global marketing—iPhone 6, Apple Watch, iPad Air 2 launch campaigns.
- Intel (2015–16): Animated 2D/3D visuals for live CEO presentations at CES and global conferences; produced show visuals for Bruno Mars, The Fray, and Young the Giant.
- First Person (2016): Built a large-scale interactive installation for GE spanning VR, AR (HoloLens), and touchscreens, deployed at energy expos worldwide.
- Viscira (2017–18): Directed CG science animations for top pharma brands, collaborating with scientific advisors on accurate biomolecular storytelling.

## EDUCATION

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### A.S. Computer Animation

2001 – 2003

Full Sail University