

EXPERIENCE ABOUT



Nelson Rowe

Pyrognosis VFX, Producer, 3D Artist, Visual Effects, Motion Design, 2010-Present

There are few careers which blend creativity, nature, mathematics, programming, music and art as seamlessly as motion graphics. I am passionate about my work and love unique challenges. Recently I've been working on super-high res 20k projection mapping events and VR installations and experiences for Samsung, Sandofi, T-Mobile, Grey Advertising and FCB Health. I love creating stunningly beautiful work with top-notch teams, working closely with clients to achieve their creative goals, in any medium.

Animator and Designer, 2010-Present

Freelance with FCB Health and Studio RX. Animation, 3D, retouching on major medical campaigns for most major Pharma companies. Animator designer with Grey Advertising working on consumer facing campaigns and video advertising. Editor and Designer for Accenture Digital. Animator and Designer with Spark NYC.

The LSD Group, Director of Media and Animation, 2005-2010

I was a team leader and creative director at the LSD Group for 5 years. Supervising and hands-on 3D, animation, scripting, live action, web, print, event design and HD and web video and digital asset management. We earned design awards from BDAIProMax, Telly, AIGA and Create. Clients included: Discovery, HGTV, History Channel, US Army, Ogilvy & Mather, Ogilvy Healthworld, J Walter Thompson, McCann-Erickson, Saatchi & Saatchi, ABC, CBS, ESPN, Scripps and more.

Flame, Maya and After Effects Freelance, 2003-2005

I was freelancing as a gun for hire, invisible effects and cleanup, special effects work, Maya 3D, motion graphics and design. Clients included Gillette, Colgate-Palmolive, General Mills, Victoria's Secret, BASF, Toyota, Lowe's, John Frieda, Clairol, Pfizer, and others.

Motion Graphics Designer, Homestead Editorial, 2001-2003

Typography & animation design and effects for commercials. My spectrum of skills helped Homestead to keep more graphics projects in-house, especially motion retouch, and cleanup, thus increasing profits for the firm. Clients included Audi, Verizon, Verizon Wireless, Procter & Gamble, TJ Maxx, BF Goodrich and more.

Flame Artist, Creative Director, Invisible Dog, 1997-2001

Broadcast and commercials using Flame. Visual Effects Supervisor. I became expert at executing motion retouching and effects enhancement. National television advertising projects, including Superbowl spots. Projects won 2 Cannes Lions and several Telly awards. Client include: AT&T, Canon USA, Johnson & Johnson, Ford, Pfizer, Bayer, CitiBank, Kraft, General Mills, Disney.

Senior Designer, Invisible Dog, 1995-1997

Broadcast design and motion graphics. Using After Effects, Avid and 3D in Electric Image and Form Z. Clients include: DuPont, Chase, Kellogg's, Oil of Olay, Conair, Alliance Capital, Ford Motors, V8.

Art Director-Animator, Downtown Digital, 1993-1994

Interactive Broadcast Design for the AT&T interactive television trials to be held in Castro Valley, CA. Designed interactive interfaces, web and broadcast design.

Estee Lauder Cosmetics, USA, 1991-1993

Art Director for Estee Lauder domestic advertising. Print adverts and point of sales displays and brochures. Brought all Lauder brand assets from galley to all-digital work flow using QuarkXPress. Transition completed within 4 months.

Computer Programming, Java SE, New York University, 2010
Computer Graphics, Columbia University, 1990
BFA Art & Design, School of Visual Arts, 1988

I am an experienced client liaison, and have been close to accounts throughout my career. From presenting concepts, budgeting, live action productions, pipeline, bidding and scheduling projects from pre-start to finish.

In the studio, I lead teams of designers and animators through projects and of course I am a hands-on artist as well. I often take part evaluating and hiring talent. While I love to be hands-on and in the trenches, I understand when and how to expand projects to larger teams.

Technical Skills: Maxon C4D, Adobe Creative Cloud, After Effects, Premiere, Photoshop, Illustrator, InDesign. Green-screen and CGI compositing, 2D and 3D tracking. AR/VR, Scene cleanup and motion retouch. Scripting with Javascript, Xpresso, Python.

I am expert with After Effects, Cinema 4D, Premiere, Illustrator, Photoshop and In-Design. Being a hands on designer, it's very inspiring exploring what can be done under the hood with expressions and scripts. From video to print, web and mobile.

For the past several years I have been focused on pharmaceutical advertising, which presents many challenges. I have a growing facility with AR/VR workflows and I am comfortable in this exciting sector.

I have worked on large events video with projection mapping resolutions beyond 20,000 pixels in live settings. These work flows with environmental and architectural projection mapping have opened up entirely new challenges. Both technical and artistic. I was a team member on the Samsung CES keynote, T-Mobile relaunch event and the some other cool projects I cannot discuss.

I began my Flame career in 1997, when I was promoted from Art Director to Flame Artist at Invisible Dog. I earned my scene retouch and effects chops using Flame for all sorts of clean ups and effects compositing work. For 4 years I worked the Flame suite. Only the combination of a much improved After Effects and skills with Autodesk Maya and Cinema 4D could get me to move on.

As production has moved from film to tapeless workflows, the complexity has become staggering. Having been in the industry as these technologies began maturing, I am knowledgeable of many of the caveats as well as the greater flexibility these tools have introduced.

I have completed courses at NYU learning the JavaSE programming language. I took course work to acquire a greater understanding of larger object oriented programming structures and to enhance my understanding of C syntax.

In my spare time, I play jazz and blues guitar, take life drawing sessions, cooking and reading up on history, science, fantasy and science fiction. I also enjoy breeding a number of species of tropical fish, and care for several nice old bonsai trees!

Please take the time to view my reel and galleries on my web site.

Nelson Rowe, Senior Designer, 3D Artist, Visual Effects, Motion Designer
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