

Sash Callsen

Art Director. Animator. Tinkerer.

SOFTWARE:

After Effects
Sketch
Photoshop
Cinema 4D
Flash/Animate
Premiere
Illustrator
InDesign
Maya
javascript
html/css
extendscript
app script
greensock
jquery
git

SKILLS:

2D/3D Motion
UI/UX Design
Collaboration
Illustration
Cel animation
Drawing
Painting
Production
Video Editing
DSLR Camera
Zoom Recorder

PROJECTS:

Animations
Banner ads
Landing pages
Emails
YT bumpers
CRMs/CMSs
HD video

STAFF EXPERIENCE:

Firewood Marketing | Sr. Art Director/Sr. Motion Designer May 2016 - Current
Original member of motion team, which has now grown to a dozen animators. Created 2D/3D work for many of the company's top clients and contributed to award-winning #ThisIsFamily campaign (Fast Company's World Changing Ideas, 2018). Co-created internal course to mentor aspiring motion designers. Key member on early LinkedIn team which grew to be substantial portion of company revenues. Introduced character animation to company skill set through a series of successful Google Play campaigns. Acquired skills as needed in front end web development, and created homegrown javascript tools for rigging and automation. *San Francisco, CA*

Hy.ly | UI/UX Designer May 2015 - May 2016

Designed many interfaces for Hy.ly's Multifamily SaaS platform. Communicated with clients to outline tasks for developers. Designed CRMs, various products, and many front end pages. Produced marketing and email deliverables and performed extensive tests on products and sites. *Chantilly, VA*

Stone Soup Films | Motion Designer May 2014 - May 2015

Key member of the creative team helping non-profits achieve strategic, capacity building goals through film. Developed concepts into finished animations involving company logos, characters, vector illustrations, and text. *Washington, D.C.*

RGOLF, Inc. | Intern Summer 2013

Worked with 3d scans and point clouds in the program Cyclone. Categorized objects on different layers and created 3d meshes based on the scans. *Blacksburg, Virginia*

FREELANCE EXPERIENCE:

Interface Media Group | Motion Designer May 2015

Provided timely flash banner ads for congressional campaigns. *Washington, D.C.*

Dominic Mann Visuals | Motion Designer Nov 2014 - May 2015

Created lower third and logo animations for Simpli, Hosmane Cardiology, and Wiredscore. *Washington, D.C.*

RHED Pixel | Motion Designer Sep 2014 - Nov 2014

Created many motion graphics for clients that were over 5 minutes in length. Projects involved asset production, animation, and template design. *Falls Church, Virginia*

EDUCATION:

Virginia Tech 2010-2014

Bachelor of Fine Arts, Minor in Art History. Focus in painting and animation. Studied under Janet Niewald and Eric Standley