

Damon O'Keefe

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SUMMARY

Having worked in both broadcast television and gaming for the last 25+ years, I bring a unique understanding to managing story driven creative concepts and managing both 2D and 3D animation pipelines. I enjoy working in the fast-paced environment of both tech and television and using my strong leadership skills to help produce exceptional results with my animation team.

PROFESSIONAL EXPERIENCE

09/2019 – 08/2020

Jr Creative Director, Consumer Acquisition, San Francisco, CA

- Brought to life creative concepts from concept to execution based on product communication needs and brand strategy on behalf of a top marketing firm that manages over \$3 billion in creative and social ad spend.
- Developed over 80-90 key story outlines and content briefs per month to guide art and content creation for performance advertising. .
- Collaborated across disciplines to apply market and industry data to creative briefs in order to aid User Acquisition's optimization and creative testing for marketing ad assets.
- Worked side by side with stakeholder partners, which included some of the world's largest mobile games, apps, and performance advertisers, in order to provide competitive, on-brand creative campaigns.
- Provided clear, actionable feedback to the creative editorial and animation team while maintaining efficiency and a high level of creative execution.

08/2018 – 09/2019

Animation Lead, Adapted Mind, San Francisco, CA

- Set up animation based on provided animatic
- Rigged character assets and designed new assets
- Animated characters, text and camera moves in AnimateCC
- Composited shots and transitions in AfterEffects and exported final files for game integration

04/2011 – 06/2018

Animation Director, Jam City, San Francisco, CA

- Responsible for establishing and building 2D and 3D animation departments and production pipelines from the ground up in order to produce animation for original and high profile IP mobile game titles.
- Partnered with Product Managers, Engineers and Game Artists to determine the most efficient workflows while maintaining high quality, on-brand animation content
- Directed over thousands of animation assets for over 11 game titles while managing the creative team's workload and asset delivery against schedule and costs
- Supervised recruitment and hiring of a world-class team of animators, while mentoring the junior, intermediate and senior animation staff through critique and feedback.
- Fostered strong relationships and clear communication with high profile IP stakeholders

09/2010

Animation Director, Zombie Apocalypse Music Video

Kirby Krackle Records | Seattle, WA

- Concepted, designed, directed and animated a music video “Zombie Apocalypse” for the band Kirby Krackle.
- Worked closely with the band’s musicians to represent their creative vision
- Managed a small team of animators and artists to create assets and animation
- Storyboarded and designed all characters and animation

2D Character Animator Highlights

Various Studios | Los Angeles/ San Francisco | 1996 – Present

Worked on a wide range of projects for broadcast television, online and commercial endeavors

- 2018 Warner Brothers Animation | “Unikitty”
- 2011 Nickelodeon | “Family Brainsurge!”
- 2010 Bravo | “Shep and Tiffany Watch TV: The Best of 2010”
- 2009 Cartoon Network | “The Mr Men Show”
- 2008 Playhouse Disney | “Tasty Time with Ze Fronk” (TD & Layout)
- 2007 Nickelodeon | “El Tigre: The Adventures of Manny Rivera”
- 2006-7 Cartoon Network: adult swim | “Metalocalypse”
- 2005 Warner Bros. Animation | “Coconut Fred Fruit Salad Island”
- 2000 Stan Lee Media | “Accuser,” “7th Portal,” and “The Drifter”
- 1997 Cartoon Network | “Ranger Smith Show” “George Liquor” (PA)

PROFESSIONAL SKILLS

Creativity, Communication, Leadership, Ability to Work Under Pressure, Time Management, Conflict Resolution, Teamwork, Decision Making

TECHNICAL SKILLS

Adobe Creative Suite, Agile Methodologies, Animatic and Cinematic Editing, Asset and Crew Tracking, Resource management, Outsourcing

EDUCATION

1998

California Institute of the Arts, CA

BFA, Character Animation