

Rusty McMillan

rustymcmillan@gmail.com | www.rustymcmillan.com

PROFESSIONAL SUMMARY

I am an experienced animator partnering with marketing and creative teams to deliver engaging animations across diverse platforms including web, TV, and social media. Offering a range of services from consulting to animation and production planning, I ensured seamless integration and effective storytelling to resonate with target audiences.

AREAS OF EXPERIENCE

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Creative Cloud
- Cinema 4D
- RedShift Render
- Motion Branding
- Social Best Practices
- Project Management

CAREER HIGHLIGHTS

Motion Guidelines: Created and defined in-house animation style for two major brands.

Mentoring JR Animators: Lead junior motion designers to elevate animation skills.

WORK EXPERIENCE

FREELANCE MOTION DESIGNER | January 2011 - Present

- Work closely with marketing and creative teams to deliver engaging animations across diverse platforms, including web, TV, and social media.
- Provided a range of services, including consulting, animation, video editing, and production planning.

LEAD MOTION DESIGNER, GoTo, *Boston, MA* | March 2021 - January 2024

- Created and defined the in-house animation style and motion guidelines for the GoTo brand and core products, including GoTo Connect, GoTo Resolve, and LastPass.

- Collaborated with internal stakeholders and clients to drive business goals, enhance customer engagement, and boost new product signups.
- Utilized 2D and 3D motion techniques to showcase product UI, highlighting key selling points, ease of use, and functionality.
- Produced engaging animations for web, social, OOH, and events, resulting in increased sales and customer engagement.

LEAD MOTION DESIGNER, ESPN, *Bristol, CT* | February 2019 - March 2021

- Worked with internal teams to deliver high-quality animation for live TV events.
- Played a key role in developing a new graphic package and streamlining asset creation and production processes.
- Delivered captivating animations that set the standard for the sports entertainment industry and defined the in-house animation style.

SENIOR MOTION DESIGNER, Draftkings, *Boston, MA* | March 2018 - February 2019

- Partnered with internal stakeholders and clients to drive business objectives and attract new customers.
- Produced dynamic animations that stood out within the sports entertainment sector and contributed to the in-house animation style.

SENIOR INTERACTIVE ART DIRECTOR & MOTION DESIGNER, Digitas, *Boston, MA* | June 2011 - March 2018

- Created compelling motion graphics and online/mobile ads for global clients, using advanced animation techniques and technologies.
- Managed offshore resources to ensure high-quality solutions, aligning with client objectives and brand standards.
- Directed project timelines and deliverables across onshore and offshore teams, ensuring timely and impactful designs.

EDUCATION

Bachelor of Applied Science: Digital Visual Media
Ex'pression College for Digital Arts, Emeryville, CA
March 2002

Associate of Applied Science: Multimedia Design and Production
Lane Community College, Eugene, OR
June 2000