

# Jason Groden

## Art Director - Edit/Animation

WWW.JAYGRODEN.COM

Comprehensive experience in all aspects of Production, Post-Production, and Visual Effects.

Strong creative problem-solving energy with expertise in the latest software, concepts, and methodologies.

Proven ability to troubleshoot and problem-solve under tight deadlines and within complex pipelines.

### WORK

#### LEAD ART DIRECTOR, Mechanism Digital | New York, NY

MAY 2021-APRIL 2023

- Manage creative and visual elements across multiple forms of media including film, TV, interactive, and web/social media.
- Supervise freelance talent, provide feedback and ensure adherence to quality and branding guidelines.
- Establish and document best practices for on-boarding talent. Document and reinforce these practices with staff.
- Participate in weekly Growth Meetings that address company enrichment and problem-solving.
- Review and discuss projects in project Post-Mortems in order to find new ways to fine-tune processes.
- Create designs, animations, and visual FX shots. Hands-on work include Design, Edit, 3D Animation, and Compositing tasks.
- Present materials in dailies, and interface with clients during review sessions.
- Investigate new tools, techniques and industry trends, including incorporation of new and cutting-edge AI tools.
- Support IT Department with testing of AWS workstation flows and improvements.

#### ART DIRECTOR - EDIT/ANIMATION, Turbo Dog Productions | New York, NY

JUN 2014-MAY 2021

- Work with creative agencies and pharma clients to produce broadcast spots, animatics, and corporate presentations.
- Coordinate production tasks with team and client-side producers; delegate assignments to animators/editors.
- Develop styleframes and guides for animatics. Transform illustrated storyboards to motion graphics or characters.
- Present materials, host and operate in-house edit sessions for clients.

#### OWNER/OPERATOR, Switch Media Creative, Inc. | New York, NY

MAY 2009-PRESENT

- Launched small production/post-production company that provides brand development, video production, and product demonstration for businesses, political, and advocacy campaigns.
- Operate and maintain all aspects of business including accounting, sales, production, and fulfillment.
- Coordinate project management and distribution among hired freelancers.

#### FREELANCE CREATIVE DIRECTOR, Tribune/WPIX-11 | New York, NY

FEB 2013-JAN 2014

- Manage incoming projects and coordinate scheduling with other management staff.
- Coordinate production tasks with producers and fellow animators/editors.
- Host and operate in-house edit sessions for clients.

#### 3D ANIMATION DIRECTOR, Animated Storyboards, Inc. | New York, NY and Bangkok, Thailand

MAY 2008-JAN 2013

- Responsible for overseeing and managing a 15-person staff including coordinating project distribution, assigning deadlines, tracking progress of employees, and quality control.
- Interview and place potential new employees.
- Consult with other directors in integrating motion-capture technologies into production pipelines.
- Coordinate project needs with directors, producers, and management in other offices on a daily basis.
- Animate, revise, and render 3D elements for use in production. Host and operate in-house edit sessions for clients.

#### ANIMATOR/DESIGNER, CBC Media | Hauppauge, NY

MAR 2007-JAN 2008

- Model, animate, and render various projects for television, presentation, and websites.
- Manage asset library and coordinate production schedule with Editing Department.
- Design media for print, web, Flash-based projects, and other advertising outlets.



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Kings Park, NY 11754



CALL  
631.948.1215 (Cell)



EMAIL  
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# Jason Groden

## Art Director - Edit/Animation

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### EDUCATION

#### BACHELOR OF FINE ARTS, Major in Computer Graphics | New York Institute of Technology

2003

- NYIT Dean's List; Member of Nu Ypsilon Tau National Honor Society, T.K. Steele and President's Scholarship recipient

### TOOLS/SKILLS

**EDITING/DESIGN:** Adobe Creative Suite (Premiere, Photoshop, Illustrator, InDesign)

**ANIMATION/VFX:** Maya, 3DS Max, Motionbuilder, Realflow, V-Ray, Arnold, AftEr Effects, Mocha, Red Giant Suite, Sapphire Suite

**WEB/PROGRAMMING:** HTML5, CSS, PHP, Wordpress

**PRODUCTION:** Experienced with multiple camera types (RED, Canon, ARRI, Sony), grip, lighting, audio gear

**LANGUAGES:** Moderate Spanish, Moderate/Conversational Thai

**PLATFORMS:** PC and Mac fluent. Experienced with AWS remote workstations.

### AWARDS

- NY Emmy 2017 - "The Judge" for YES Network "Promotion: Program Promo - Sports"
- Reed Award 2020 - "The Stakes" for Stronger Foundations "Toughest TV Ad (Organization/PAC)"

### ADDITIONAL LINKS



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