Brian Long

Creative Lead, Motion & 3D · Director-Maker

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PROFILE

Creative direction grounded in hands-on motion, 3D and technical problem solving.

I am a senior creative lead with more than 15 years of experience turning complex products, systems and stories into clear visual work. I can find the direction, present the idea, build the team and production plan, then stay close to the craft in Cinema 4D and After Effects through animation, compositing and delivery.

CORE STRENGTHS

- Creative direction and visual storytelling
- Motion systems and graphics packages
- 3D product and technical visualization
- Film graphics, maps and live screens
- Teams, scopes, schedules and delivery
- AI-assisted production tools and workflows

SELECTED PROOF

TECHNICAL CGI

SNC Freedom Fighter

Turned engineering CAD into five finished 4K launch shots under a compressed trade-show schedule.

PRODUCT SYSTEM

Bauer Hockey

Built high-fidelity product animation, feature stories and reusable launch assets across multiple equipment systems.

KEYNOTE FILM

AWS Startup Partner Summit

Led 3D animation and visual development for a 50-second opener on a 10:3 LED screen, with a separate 16:9 adaptation.

EXPERIENTIAL

Rowdytown at Red Rocks

Co-developed the first projection-mapping treatment across the venue's signature rocks, returning for three years.

EXPERIENCE

Nifty Studio
DENVER, CO
NOV 2020 TO PRESENT

Founder & Executive Creative Director

Lead motion, 3D, product visualization, film graphics and technical storytelling from pitch through delivery while remaining hands-on when the work needs senior craft support.

- Set direction, present work, build specialist teams and own scopes, budgets, schedules, production risk and final quality.
- Build reusable scene, material, lighting, motion and review systems that improve consistency across formats.
- Use custom AI and Python-assisted tools to solve production problems while keeping creative judgment and final craft in human hands.

Independent
REMOTE
FEB 2017 TO PRESENT

Creative Director & Motion/3D Specialist

Embed in agency, studio, production-company and brand teams when a project needs specialist depth across motion, 3D, VFX, technical storytelling or event content.

- Translate early or incomplete direction into shot approaches, style frames, motion systems, production plans and finished work.
- Resolve creative and technical bottlenecks and carry difficult work through review, compositing and handoff.

Frost Motion
DENVER, CO
JAN 2018 TO JAN 2020

3D Artist / Motion Designer

Worked across 3D design, animation, compositing and technical R&D. Helped create and develop the original Voodoo Ranger character for New Belgium Brewing.

Experience & Craft

Leadership, systems and hands-on execution

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Spillt
DENVER, CO
JAN 2010 TO FEB 2017

Senior Motion Designer

Senior designer on a studio team that grew from four to twelve. Led motion and animation work, mentored designers and helped production habits mature as the studio scaled.

- Created motion graphics, 3D animation, brand systems, graphics packages and campaign content across broadcast and digital channels.
- Worked directly with creative directors, producers, designers and clients through review and delivery.

Ghost Pixel Visuals
DENVER, CO
JAN 2009 TO AUG 2016

Co-Founder & Creative Director

Co-founded a multidisciplinary collective spanning motion, 3D, music, lighting, live visuals and projection mapping.

- Directed live visuals for Big Gigantic, Flux Pavilion, Nosaj Thing, Michal Menert and other touring artists.
- Coordinated creative collaborators and technical show needs across animation, live playback, lighting and venue constraints.

SELECTED PROJECT RANGE

Netflix: American Murder
Animator on the creative team for a three-part documentary graphics package spanning maps, timelines and archival treatments.

The Next Step: Seven Summits
Creative direction, 3D, animation and GIS cartography across a full documentary graphics package.

Blacoh Industries
Mechanism animation that makes invisible pressure and fluid behavior understandable.

CORE Electric
Motion and technical visualization for public-safety communication.

Leica Geosystems
Creative direction and 3D animation for precision-scanning product launches.

Atlanta Hawks
Perspective-built court projection animation designed around a live audience sweet spot.

TOOLS & WORKFLOW

Cinema 4D · Redshift · Octane · X-Particles · After Effects · Premiere Pro · Photoshop · Illustrator · QGIS · ACES/OCIO · Storyboards · Style frames · Camera animation · Look development · Lighting · Rendering · Compositing · Motion systems · Versioning · Review systems · Asset handoff · Python for Cinema 4D

EDUCATION

Bachelor of Arts, Visual Effects and Motion Graphics
The Art Institutes of Denver

Computer Science
University of Massachusetts Lowell, one year

SELECTED CLIENTS & PARTNERS

Amazon Web Services · Netflix · Nike · The North Face · Lionsgate · American Express · Ford · Cartoon Network / Adult Swim · Atlanta Hawks · Bauer Hockey · New Belgium Brewing · Leica Geosystems · BOA Technology · Sierra Nevada Corporation