

# WILL LEONARD

creative direction, motion design

websiteforwill.com

## WORK EXPERIENCE

### **Brazen Animation** / Creative Director, Lead Motion Designer & Editor

2013 - PRESENT, DALLAS

Currently, I lead teams of animators and visual artists in a wide range of projects throughout the studio. I design the overall look and feel of the pieces, working closely with clients to develop clear styles through written pitches and storyboards; as well as devise project strategies with the internal production team.

I also lead the motion graphics department, personally animating complex motion graphics pieces, managing and casting artists, as well as devising and implementing custom pipelines. Additionally, I shoot and edit pieces that require live-action components, including all behinds-the-scenes and interviews.

### **Gastinger Walker** / Architectural Intern

JUNE 2012 - AUGUST 2012, KANSAS CITY

I collaborated with architectural teams to design and develop a visual language for a variety of client pitches ranging from education to energy to residential.

### **Kansas State University** / Resident Assistant

2010 - 2011, MANHATTAN KS

Served as a full time resource to my residents, offering academic, social, and personal guidance. Organized meetings, planned events, mediated issues, and worked on a team with other RA's to create the greatest positive atmosphere.

## EDUCATION

### **KSU** / Master of Architecture

2008 - 2013, MANHATTAN KS

Created design proposals with a focus on high-concept strategies to encourage healthy lifestyles for sustainable architecture.

Heintzelman Prize Nominee for my Masters Thesis proposal on Multigenerational Living

## SKILLS

**Design:** Motion design with After Effects and Cinema4D • Animation theory • Concept pitches • Story Structure • Photography • Filmmaking • Sketching • Architectural design

**Leadership:** Eagle Scout • Creative Director • Lead Motion Designer • Pitch presenter • Studio mentor

**Collaboration:** Facilitating design critique • Self Starter • Passionate designer • Curious learner • Detail oriented • Flexible • Communicative