

EXPERIENCE = ABOUT



Nelson Rowe
Senior Art Director, 3D Artist, Visual Effects and Motion Designer

There are few careers which blend creativity, nature, mathematics, programming, music and art as seamlessly as computer animation and motion graphics. I am passionate about my work and love that each project has such unique challenges. Scripting one day, mentoring young designers another and shooting live material the next. I love using what I know in a team environment to create stunningly beautiful motion.

The LSD Group, Director of Media and Animation, 2005-2010

I was a team leader and creative director at the LSD Group for 5 years. I enjoy doing hands on work as well, 3D, animating, scripting, and executing invisible effects on live action material, web sites, directing shoots and editing. We were a small agency which required each team member to expertly fill many rolls. The LSD Group was dissolved after the untimely death of Marian Lipow, CD and Partner. We have earned design awards from BDAIProMax, Telly, AIGA and Create. Clients included: Discovery, HGTV, History, US Army, Ogilvy & Mather, Ogilvy Healthworld, J Walter Thompson, McCann-Erickson, Saatchi & Saatchi, ABC, ESPN, Scripps and more.

Inferno, Maya and After Effects Freelance, 2003-2005

I was freelancing as a gun for hire, invisible effects and cleanup, special effects work, Maya 3D, motion graphics and design. Clients included Gillette, Colgate-Palmolive, General Mills, Victoria's Secret, BASF, Toyota, Lowe's, John Frieda, Clairol, Pfizer, and others.

Motion Graphics Designer, Homestead Editorial, 2001-2003

Typography & animation design and effects for commercials. My spectrum of skills helped Homestead to keep more graphics projects in-house, especially motion retouch, and cleanup, thus increasing profits for the firm. Clients included Audi, Verizon, Verizon Wireless, Procter & Gamble, TJ Maxx, BF Goodrich and more.

Flame Artist, Creative Director, Invisible Dog, 1997-2001

Design and visual effects using Flame. Visual Effects Supervisor. As a Flame artist I became expert at executing invisible effects and motion retouch. Refining design and VFX skills on major television advertising projects, including Superbowl spots. Projects won 2 Cannes Lions and several Telly awards. Clients include: AT&T, Canon USA, Johnson & Johnson, Ford, Pfizer, Bayer, CitiBank, Kraft, General Mills, Disney.

Senior Designer, Invisible Dog, 1995-1997

Broadcast design and motion graphics. Using After Effects, Avid and 3D in Electric Image and Form Z. Clients include: DuPont, Chase, Kellogg's, Oil of Olay, Conair, Alliance Capital, Ford Motors, V8.

Art Director-Animator, Downtown Digital, 1993-1994

Interactive Broadcast Design for the AT&T interactive television trials to be held in Castro Valley, CA. Designed interactive interfaces, web and broadcast design.

Estee Lauder Cosmetics, USA, 1991-1993

Art Director and consultant for Estee Lauder domestic advertising. Print adverts and point of sales displays and brochures. Hired to bring all Lauder brands from galley layout to all-digital production work flow using QuarkXPress. Succeeded within 4 months. Provided training in Quark, Illustrator and Strata 3D.

Graphic Design Freelance, 1988-1991

Illustration, production, print design and animation. Clients include: Philadelphia Eagles & Dallas Cowboys, American Express, Chemical Bank, MEMA, Bankers Trust.

Computer Programming, Java SE, New York University, 2010
Courses in Computer Graphics, Columbia University, 1990
BFA Art & Design, School of Visual Arts, 1988

I am an experienced client liaison, and have been close to accounts throughout my career. From presenting concepts, budgeting, live action productions, pipeline, scheduling projects from pre-start to finish.

In the studio, I lead teams of designers and animators through projects. I take part in hiring talent as well (and at times letting them go.) While I prefer to be entirely hands on myself, I must, at times delegate things I would prefer doing myself!

Technical Skills: Fluent with Adobe After Effects, Photoshop, Illustrator, InDesign. Professional with Maya, Nuke, C4D, Flame. Green-screen and CGI compositing, 2D and 3D tracking. Scene cleanup and motion retouch. Boujou, PFtrack, Mocha. Scripting with Javascript, MEL, Python and programming with Java SE.

I am expert with After Effects, Illustrator, and Photoshop. The somewhat recent capability of scripting with Javascript is under utilized and allows you to go beyond the tool boxes and menus. Few artists realize that both Illustrator and Photoshop have extensive Javascript Object APIs. Being a hands on designer, it's very inspiring exploring what can be done under the hood with expressions and scripts.

After Effects is an incredible tool. When the original CoSA team designed it in 1994, they created an industry. I first learned After Effects with CoSA version 2 in 1995. And it would be hard to imagine After Effects now without the Trapcode plugins.

I am also skilled with Autodesk Flame. I began my Flame career in 1997, when I was promoted from Art Director to Flame Artist at Invisible Dog. I earned my scene retouch and effects chops using Flame for all sorts of clean ups and effects compositing work. For 4 years I worked the Flame suite. Only the combination of a much improved After Effects and skills with Autodesk Maya could get me to move on.

As production has moved from film to tapeless workflows, the complexity has become staggering. Having been in the industry as these technologies began maturing, I have am knowledgeable of many of the caveats the flexibility of the tools has introduced.

More recently I've fallen in love with Nuke, which solves most of After Effects inherent problems, like native EXR and linear color space. The 3D and stereo capabilities are truly 21st century. Although Nuke is an incredible tool it does not encroach upon Flame or After Effects territory of project central workflow.

I have completed courses at NYU learning the JavaSE programming language. I took course work to acquire a greater understanding of larger object oriented programming structures and to enhance my understanding of C syntax.

In my spare time, I play jazz and blues guitar, take life drawing sessions, cooking and reading up on history, science, fantasy and science fiction. I also enjoy breeding a number of species of tropical fish, and care for several nice old bonsai trees!

Please take the time to view my reel and galleries on my web site.

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