

Seokmin Hong
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3D/Motion Designer
New York, NY

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I Education

BFA, Graphic design, School of Visual Arts, New York, 2012
AAS, Graphic design, Seoul Institute of the Arts, Korea, 2008

I Computer Skills

Proficient with Cinema 4d, Octane render, Redshift, X particles,
Adobe Creative Suites : Aftereffect, Photoshop, Illustrator.

I Experience

Senior Motion Designer, Meta Platforms, NY

Creative X

- Building Meta brand motion system through concept exploration and 3D prototype development.
- Collaborating with the internal design team and cross-functional teams to develop in-product UI/UX animations and visualize the concept to deliver the final product.

Dec 2021 - Nov 2022

Senior Motion Designer, TBWA\Chiat\day, NY

- Creating and developing various brand design systems and marketing campaigns through concept exploration, creating storyboards, and delivering the final 2D/ 3D animations.

Client : Nissan, McDonald's, Facebook, Mountain Dew, Adidas, Accenture, Hilton, Michelin, Godaddy, ThomsonReuters, Centrum and many more.

Oct 2014 - Dec 2021

Motion Designer, SIMON Markets LLC, NY

Various educational videos

2019-2021

Motion Designer, Graham Clifford design, NY

Brand/ Logo animations : SKYY vodka, Straw to Gold, Detroit Department of Transportation, Homedepot Pro

2019-2021

Designer/Animator, FCB, NY

Product promotion video : Various medical clients

Olympic video : Jamaican Bobsled

2013-2014

Lead Animator/Designer, KornhaberBrown, NY

Presentation video : MTV TV show, 'YASS'

2014

Designer/Animator, Hogarth Worldwide, NY

Brand promotion video : Various clients

2014

Designer/Animator, Huge, NY

Promotion web video : Nestle

Website interactive video : Chase

2014

Animator, IdeaRocket Inc, NY

Promotion web video : UMUC (University of Maryland University College)

2014

Designer/Animator, Publicis Kaplan Thaler, NY

Agency Reel/ Award video : Publicis Kaplan Thaler

Display video : AXA

2013-2014

Designer/Animator, Kamouflage, NY

Film festival video : Sundance film festival (Jenny Holzer's project)

Music video VFX

2013

Designer/Animator, Never Odd or Even, NY

Interactive video : Museum of Science and Industry(Chicago)

Brand explanation video : Lippincott

Brand contents video : Now this news

Promotion video : Youtube space, Arnorld worldwide

Documentary Film video : 350.org

2012-2013