

Jeff Ackley

MOTION DIRECTOR / PRODUCER

Motion Design Director and Producer with 15 years at Wieden+Kennedy Portland, where I led award-winning animation campaigns for some of the world's most iconic brands. My background blends creative vision, hands-on technical fluency, and production strategy—shaped by years of animation experience across broadcast, web-based, social, and experiential. I thrive in spaces where design, storytelling, and technology intersect. I enjoy collaborating with cross-functional teams where I can bring ideas to life with clarity, craft, and intention. I'm exploring roles—freelance or full-time—where animation is central to the storytelling and where I can help push both the quality of the work and the careers of the animators I collaborate with in thoughtful, meaningful ways.

EXPERIENCE

Motion Design Director (Animator → Senior Animator → Department Head)
Wieden+Kennedy Portland – Portland, OR • 2010-2025

Rising from animator to managing the entire animation team, I've led motion campaigns across 2D, 3D, AR, VR, OOH, broadcast, and social for brands like Nike, HP, Netflix, DoorDash, Fisher-Price, KFC, Coca-Cola, and Old Spice. I worked side by side with creative directors, producers, and technologists to turn big, ambitious ideas into crafted, deliverable realities. Beyond directing, I helped shape strategy—planning teams, budgets, and timelines with a strong eye on P+L. I created animation guidelines, C4D / After Effects templates, and custom techniques to help teams execute at scale—balancing flexibility with consistency. I mentored a diverse group of animators and freelancers, and built systems that supported both creative exploration and production flow. I developed pipelines bridging traditional and real-time tools, partnered with business affairs and production to keep rights, usage, and feasibility aligned. At the heart of it all: clear communication, strong collaboration, and a deep care for the craft and the people behind it.

EDUCATION

Art Institute of Fort Lauderdale – Bachelors of Science
Fort Lauderdale, FL • 2002-2006

CORE SKILLS

Motion Direction & Art Direction	Creative Development
Team Leadership & Mentorship	Animation Production Pipelines
Animation Strategy & Production	Real-Time/AR/VR Workflow Strategy
Creative Concepting & Storyboarding	Cross-Disciplinary Collaboration
Style Frame Development	Production Planning / Scoping

TOOLS

Adobe Suite (Ps, Ai, Ae, Pr, Au) • Maxon Tools • Redshift • Octane • Topaz • UNITY
ComfyUI • StreamDiffusion+TouchDesigner • MidJourney • Unreal Engine (basic)
Spline3D • Monday.com • Frame.io • Slack • GSuite

CONTACT

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