

Jeff Ackley

Motion Design Director

Motion Design Director with 15 years at Wieden+Kennedy Portland, where I led award-winning campaigns for some of the world's most iconic brands. I bring a unique blend of creative vision, technical fluency, and production strategy, shaped by years of hands-on experience across broadcast, social, web, and experiential. I thrive at the intersection of design, storytelling, and technology, collaborating with cross-functional teams to turn ideas into meaningful motion. My strength lies in crafting narratives through high-quality animation while supporting animators in both honing their craft and shaping meaningful career pathways.

EXPERIENCE

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

Rising from animator to leading the entire animation team, I directed motion campaigns across 2D, 3D, AR, VR, Out-Of-Home, broadcast, and social for brands such as Nike, HP, Netflix, DoorDash, Fisher-Price, KFC, Coca-Cola, Ely Lilly, Instagram, Air Bnb, and Old Spice. I partnered with creative directors, producers, and technologists to translate ambitious concepts into crafted, deliverable realities.

Beyond directing, I helped shape strategy, scoping teams, budgets, and timelines, with a strong eye on P+L. I built frameworks that scaled creativity, including animation guidelines, C4D/After Effects templates, and custom techniques to balance flexibility with consistency.

I mentored a diverse group of animators and freelancers, fostering growth while creating systems that supported both creative exploration and production flow. I also developed pipelines that bridged traditional and real-time animation tools, and partnered with business affairs and production to ensure usage, rights, and feasibility stayed aligned.

At the core, I bring passion for craft, clear communication, and a collaborative spirit, always invested in the people and teams I support.

EDUCATION

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

CORE SKILLS

Motion Direction & Art Direction	Creative Development / Management
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 • RIVE • UNITY
Unreal Engine • Spline3D • ComfyUI • StreamDiffusion+TouchDesigner • MidJourney
Figma • Monday.com • Frame.io • Slack • GSuite

CONTACT

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