

CHRISTOPHER COLBY

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NEW YORK

WORK

SHADOW - Motion Design - NYC - [2020 - Present]

- **SHADOW** [social branding - motion graphics]
- **e.l.f. Cosmetics** [motion graphics for campaigns]
 - e.l.f. **Glow Quest** [3D logo title design, vfx graphics]
 - e.l.f. **ino & Schmarnes** [logo animations, endcard graphics] [6 million+ social likes]
 - e.l.f. **Air** [logo designs, HUD animation, endcards]
 - e.l.f. **Dirty Pillow** [logo animations, title cards, motion graphics]
 - e.l.f. **Vanity** [3D title cards, motion graphics]
- **Google Pay** [UI motion design for autopay and wallet experience]
- **Shop With Google** [motion graphics for campaigns]
 - **Summer** [Animation from stills for web]
 - **Back to School** [search bar animation tracking to products, motion graphics]
 - **Halloween** [search bar animation tracking to products, motion graphics]
- **K18** [brand marketing - motion graphics package]
- **Tatcha** [brand marketing - motion graphics package]
- **American Eagle** [motion graphic sizzle reel] [Holiday title animations]

PARAMOUNT - Creative Consultant - NYC - [Aug 2023 - Jan 2025]

- **The Thundermans Return** [title sequence - team dev, 3D/2D motion, vfx, composite]
- **Nickelodeon Super Bowl** [social strategy - Insta filters, game day strat & animation]
- **Thanksgiving Day Parade** [film the parade - interview Tom Kenny, Natti Natasha, War]
- **Social Strategy** [campaign ideation, animation, design, edit, painting, stop mo, toolkits]

CAPTURE THIS - VFX Motion Design - NYC - [July 2023 - Aug 2025]

- **Kate Spade NY** [motion graphics and vfx for campaigns]
 - **Dakota Bag** [motion graphic super zoom video, social media ar filters]
 - **Global Fund Women's Health** [Taraji P. Henson - roto and beauty pass vfx]
- **Nuuly** [vfx cleanup, roto, removing objects and film burns from footage]
- **Google** [vfx cleanup, roto, removing logos from footage]

FUSE MEDIA - Creative Consultant - NYC - [June 2019 - Aug 2024]

- **Upfronts & Sizzles** [team dev, media digest, edit, gfx packages, copy, sound design]

IBM - Animator - NYC - [Feb 2022 - May 2023]

Animation supporting department, stakeholders, products and services

- **CIO Welcome** [team dev - animation demonstrating goals & structure of department]
- **Cisco** [explainer animation promoting crossover to Cisco products]
- **CIO India** [web design to attract referrals]

NICKELODEON - Animator - NYC - [Sep 2017 - Jan 2022]

Animation and design services for Nickelodeon social

- [motion graphics, design, social strat, ideation, channel branding, shoot supervising]
- **Motion Toolkits** [Introduced motion templates to mitigate producer bandwidth]
- **Social Branding** [social brand design and animation for shows]

IMAGINARY FORCES - Motion Design - NYC - [June 2017- Aug 2017]

- **Riot Games** [magic animation for League of Legends Honors login animation]
- **ESports** [sizzle - showcasing work for ESports and Riot Games]
- **God of War** [ideation & concept dev, frame design, pitch - GoW cinematic trailer]
- **American Express** [20+ logo animations]
- **AT&T** [frame design & pitch]
- **Peter Rabbit & Robin Hood** [title design collab]

other companies - FOX Nation, Tattletale Productions, Punchy Motion, Da Claw, SFF

EDUCATION

Ringling College of Art and Design

BFA: Motion Design

2013 - 2017

Mass College of Art and Design

Computer Animation

2012 - 2013

CREATIVE FOCUS & TOOLS

Motion Design • Branding • Visual Strategy • Campaign Ideation • Web & Product Design • Social Media Strategy • AI design

[Cinema 4D, After Effects, Photoshop, Premiere, Illustrator, Runway, Adobe Firefly, Sora, MidJourney]

AFFILIATIONS

CTAF - Animation Festival - Juror & Advisor - since 2023

Advising creative direction, revenue strategy, and event curation for a growing artist community in NYC. Focused on building submission platforms and expanding engagement.

- Panel speaker & advisor for artist career development
- 1:1 portfolio reviews with students
- Mentorship in self-branding, career growth and industry navigation
- Help design and host public-facing events for NYC artist community

INDEPENDENT PROJECTS

VISALAWS.COM - Founder

Legal-tech platform - U.S. Immigration awareness, lawyer access, and digital tools for navigating visa policy.

- Branding
- Web design / web development
 - Webflow, CMS, integrations
- Systems development
 - workflow + automation design
- Data organization / database structure
- Marketing strategy
- Advertising (digital campaigns)
- SaaS platform development
- SEO (content + technical)
- Automation
 - Zapier, WhaleSync, Stripe flows
- Business strategy
- Monetization models
- Client acquisition funnels