

# CHRISTOPHER COLBY

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NYC

## WORK

### SHADOW - Senior Motion Designer (contract) | 2018 - Present

#### • e.l.f. Cosmetics

- **e.l.f. Glow Quest** - Engineered cinematic 3D titles and logo animations for the e.l.f. "Glow Quest" campaign, executing high-fidelity motion graphics inspired by the classic "Charlie's Angels" and "Tomb Raider" visual aesthetics.
- **e.l.f.ino & Schmarnes** - Developed nostalgic, satirical graphics and logo animations for the viral "e.l.f.ino & Schmarnes" [campaign](#), contributing to a highly engaged parody series that generated **6M+ social likes** and **34k+ comments**.
- **e.l.f. Air** - Animated UI, logo endcard, and designed "e.l.f. Air" branding for the global [campaign](#) featuring Meghan Trainor, creating in-flight entertainment reaching millions via social and targeted Uber airport-route integrations.
- **e.l.f. Dirty Pillow** - Designed title and logo animations for e.l.f. Cosmetics' viral "Dirty Pillows" [campaign](#), supporting a product launch that **sold out in under 2 hours** and generated **57B+ total** earned media impressions.
- **e.l.f. Vanity Table Talk Series** - Glamorous 3D product and title animations for e.l.f. Cosmetics' award-winning "Vanity Table Talk" series, contributing to the viral [campaign](#) featuring Ziwe and Ashley Park that generated **180k+ engagements**.
- **American Eagle** - Designed title animations for the Martha Stewart x American Eagle "Give Great Jeans" [campaign](#), contributing to a viral holiday launch that resulted in a **4% company stock increase**.
- **Dove** - Developed 3D title sequences and motion graphics package for Dove's official 2026 Grammy Awards "Hot Seats" [campaign](#), executing a "NOW That's What I Call Hot" nostalgia aesthetic to drive 1,300+ organic engagements.
- **Google Pay** - Developed UI [animations](#) for Google Pay and Google Wallet, visualizing seamless payment and digital ticketing flows for Google Pay's IG launch.
- **Shop With Google** - Developed motion assets for Shop with Google's "Summer," "Back to School," and "Halloween" 10-series social [campaigns](#), producing search-bar and logo animations that drove engagement peaks of **7.7x the account average**.
- **K18** - Developed motion and logo animations for a viral [campaign](#) that outperformed **average engagement by 224x**, generating 56k+ likes and 450+ comments.
- **Tatcha** - Developed core brand animations and motion assets for a flagship [campaign](#), driving 12.8M+ impressions and a **100k+ increase in follower growth**.

### PARAMOUNT - Creative Consultant | Aug 2023 - Jan 2025

- **Social Strategy** - campaign ideation, animation, design, edit, painting, stop mo, toolkits
- **The Thundermans Return** - Pitched and led an in-house team to execute the Marvel inspired [campaign](#) that outperformed average engagement by **10x**, securing **65K+ likes / 500+ comments**, driving significant anticipation for the 2024 revival.
- **Nickelodeon Super Bowl** - Produced a [Webby Award-winning](#) sizzle reel for a 9.1B impression [campaign](#); personally executed high-impact social assets for the SpongeBob TikTok launch (5.7M+ views) + game-day posts averaging 100K+ likes.

### IBM - Senior Motion Designer | Feb 2022 - May 2023

- **CIO Strategy** - Directed and animated the CIO strategy [series](#), elevating department design authority among stakeholders and leading a junior animation team to scale high-fidelity production for executive-level communications.

### NICKELODEON - Lead Motion Designer | Sept 2017 - Jan 2022

- **Social Content** - Served as the lead motion designer for the brand social ecosystem, executing content for all show brand accounts; delivered a consistent output of high performing content that generated cumulative **7-figure engagements**.
- **Motion Toolkits** - Introduced comprehensive motion toolkits for all major show brands, **reducing editor production time by over 80%** (transforming 2-hour workflows into 15-minute tasks) and standardizing visual identity across the department.

## 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 • Social Media Strategy • Branding • Visual Strategy • Campaign Ideation • Web & Product Design • AI • Motion Toolkits • UI Animation  
Cinema 4D, After Effects, Photoshop, Premiere Pro, Illustrator, Lottie, Rive, Figma, Runway, Firefly, 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

### NOBLY ([beNobly.com](#)) - Founder formerly [VisaLaws.com](#)

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

In 6 months, ranked #1 on Google and successfully surpassed a 30-year industry leader for "visalaw(s)", resulting in a successful brand acquisition and pivot to a scalable marketplace model.

- Web design / web development
  - Webflow, CMS, integrations
- Workflow + automation design
- Data organization / database structure
- Brand and Marketing strategy
- Advertising (digital campaigns)
- SaaS platform development
- SEO (content + technical)
- Monetization models
- Client acquisition funnels