ZACH HORN

2X EMMY® AWARD-WINNING ART DIRECTOR & SENIOR MOTION DESIGNER

Location: New York City Metropolitan Area **Email:** zachhorn78@gmail.com **Phone:** (646) 408-5316
Portfolio: zachhorn.com **LinkedIn:** linkedin.com/in/zachhorn1

EXECUTIVE PROFILE

2x Emmy® Award-winning Art Director and Senior Motion Designer with over 15 years of experience shaping high-visibility visual identities, broadcast motion packages, and enterprise brand systems for global media networks, sports franchises, and premier agencies. Holds an MFA from California Institute of the Arts (CalArts) and a BFA from Rhode Island School of Design (RISD). Proven track record directing cross-functional creative teams, architecting scalable motion design toolkits, and integrating modern Generative AI pipelines into studio production workflows.

CORE COMPETENCIES & TECHNICAL STACK

Creative Direction & Strategy: Art Direction, Visual Concepting, Campaign Architecture, Brand Guidelines, Pitch Decks & Storyboarding

Software & Tools: Cinema 4D, After Effects, Premiere Pro, DaVinci Resolve, Photoshop, Illustrator, InDesign, Figma, Mocha

Motion & Technical Leadership: Motion Design Systems, 2D/3D Animation, VFX Compositing, Title Sequence Design, GenAI Pipeline Integration

Generative AI Workflows: Runway, Midjourney, Kling, Seedance, Lovart.ai, ElevenLabs, Fadr

PROFESSIONAL EXPERIENCE

Lead Art Director / Senior Motion Designer — Living Group

Oct 2024 – Present | New York, NY

- Direct end-to-end motion design systems and visual strategy for global digital and social campaigns partnering with premier financial and professional services institutions, including AllianceBernstein and Barclays.
- Art-directed and concepted key motion assets for the award-winning "Flex Appeal" strategic initiative, honored at the 2025 Financial Marketing Strategy Awards.
- Spearheaded the integration of Generative AI tooling (Lovart.ai, Midjourney) into production pipelines, accelerating visual concepting and reducing iteration cycles by 35%.
- Governed multi-platform motion design guidelines to maintain cross-market visual consistency across digital, social, and display channels.

Senior Motion Designer — Ernst & Young (EY)

Jan 2022 – Sep 2024 | New York, NY

- Architected visual identity systems and directed motion execution for EY's immersive Metaverse experience, establishing futuristic brand design standards.
- Integrated AI-assisted motion pipelines into social media workflows, driving measurable engagement lift across global C-suite audience touchpoints.
- Produced and directed executive corporate communications, keynotes, and high-impact C-suite broadcast motion graphics packages.

Art Director (Contract) — Madison Square Garden (MSG)

Jan 2021 – Dec 2022 | New York, NY

- Spearheaded brand campaign strategies and visual motion systems for iconic sports franchises, including the NY Knicks, NY Rangers, NJ Devils, and major sportsbook partners.
- Directed 360° LED arena display architecture, stadium advertisement screens, and high-stakes live event motion packages reaching over 20,000 live attendees per event.
- Concepted and produced high-energy motion graphics packages for live broadcast integration across regional sports networks.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Motion Designer & Editor (Contract) — Synchrony **Aug 2019 – Dec 2021 | Stamford, CT**

- Directed motion design and editorial execution for national consumer advertising campaigns and multi-platform digital streaming assets.

Senior Motion Designer & Broadcast Designer (Contract) — NBCUniversal / NBC Sports **Oct 2011 – Oct 2018 | New York, NY**

- Directed key visual identity elements and network rebrands for MSNBC and SYFY, and supported the brand transformation of Sprout into Universal Kids.
- Designed 2x Emmy® Award-winning broadcast graphics packages for the London 2012 Olympic Games and Triple Crown coverage.
- Engineered global motion toolkits and on-air graphic design systems for Sochi 2014, Rio 2016, and PyeongChang 2018 coverage.
- Developed promotional graphics packages for USA Network, maintaining peak-window broadcast brand governance.

Art Director (Contract) — Smoke & Mirrors **Jun 2016 – Jul 2017 | New York, NY**

- Led and mentored a design studio of 7 motion designers and animators, delivering high-end commercial art direction for global brands including Samsung, Buick, and Heineken.
- Managed client pitch presentations, storyboard development, and look-development pipelines from initial concept through final delivery.

Motion Designer & Compositor (Contract) — Framestore **May 2015 – May 2016 | New York, NY**

- Executed title sequence design for Alex Gibney's feature documentary Going Clear and visual graphics packages for Zero Days.
- Performed high-end visual effects compositing, keying, and motion tracking for broadcast commercial spots.

Senior Motion Lead & Art Director (Contract) — Ogilvy & Mather / Grey / The Mill **Mar 2013 – Apr 2015 | New York, NY**

- Art-directed and edited the "NFL Now" national commercial spot broadcast during Super Bowl XLVIII.
- Led a cross-functional team of 4 designers for KPMG's "We Shape History" campaign, establishing creative standards across broadcast and print.

FEATURE FILM & LIVE PERFORMANCE CREDITS

- **Live Event & Tour Visuals:** Designed high-impact live visual effects and screen content for Beyoncé & Jay-Z's On the Run world tour, and Lady Gaga & Tony Bennett's One Last Time performance at Radio City Music Hall.
- **Feature Film VFX:** Handled visual effects compositing for Chiwetel Ejiofor's feature film Rob Peace (Sundance premiere).

EDUCATION

Master of Fine Arts (MFA) — Character & Experimental Animation
California Institute of the Arts (CalArts)

Bachelor of Fine Arts (BFA) — Film / Animation / Video
Rhode Island School of Design (RISD)

HONORS & ACCOLADES

- **2x Sports Emmy® Award Winner:** NBC Sports (London 2012 Olympic Games & Triple Crown Broadcast)
- **Financial Marketing Strategy Award (2025):** Visual Motion Execution ("Flex Appeal" Campaign)
- **Sundance Feature Film Credit:** Visual Effects Artist on Rob Peace