

# PAUL LIAM KERR

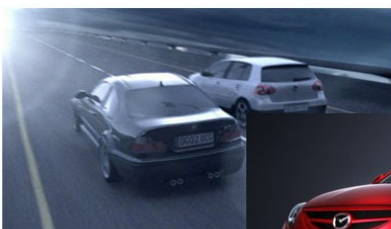
## CONTRACTUAL ANIMATION DIRECTOR, CG ARTIST AND ILLUSTRATOR

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### SKILL-SET

- Creative Treatments & Concept Development
- Character Design / Illustration
- Animation
- 3D Modelling / Sculpting
- Shading / Texturing
- Lighting & Rendering
- Compositing
- Motion Graphics
- Motion & Camera Tracking
- Rigging & Controls Set up
- Collaborative skills within a Team
- Interpersonal skills in dealing with Clients



### PROFILE & OBJECTIVE

A UK based Animation Director with over 15 years of industry experience in Computer Generated Imagery, Motion Graphics & Visual Effects. A creative problem solver with the ability to work independently or in a team of artists. Excellent organizational and interpersonal skills in dealing with producers and clients.

After years of successfully freelancing in the fields of 3D Animation and Motion Graphics in and around London, I am continuing to search for interesting projects and people to work with on short to medium-term contractual opportunities.



### SOFTWARE KNOWLEDGE

- Autodesk Maya  
*including V-ray / Arnold renderers*
- Adobe After Effects  
*including Trapcode Suite*
- Adobe Photoshop and Illustrator
- Epic Unreal Engine 4
- Autodesk Mudbox
- Autodesk 3D Studio Max
- Blender (working knowledge)
- Adobe Premiere Pro (working knowledge)

## CAREER HISTORY

**March – April 2021** Took time out to up-skill and learn *Epic's Unreal Engine*, resulting in the Island Shrine demo (available to view in my portfolio / showreel)

**Intermittently November 2020 – March 2021** Worked remotely with *VBP, London* on several VFX and screen replacement shots for a series of World Remit TV commercials.

**March – December 2020** Returned to freelance remotely with *EyeKandy, London* as lead CG artist animating, shading, lighting and rendering on a series of high-end JBL product visualisations as well as a 'CGI tour' for Intel's Project Athena.

**Intermittently August 2019 – January 2020** Freelanced as Digital Illustrator and Storyboard Artist with *Digital Media Services, London* on several pitches for Disney Plus.

**December 2019** – Created 3 one minute high-end infographic films for *LuxDeco, London* for their investor conference. Project required creative collaboration and a quick turn-around.

**September 2019** – Freelance motion graphics artist at *Melody VR, London*, creating animated graphics for 360 degree / Virtual Reality live music videos.

**December 2018 – June 2019** Project lead on several CGI demo films for a range of Epson Printers for *EyeKandy, London*. Involved Modelling, Animation, Lighting, Rendering in Maya and Vray and Final Compositing in After Effects.

**October 2018** – Crafted the action and idle character animations in Maya on 12 characters for *Bolder Creative Studios, Brighton, UK*.

**April – May 2018** Returned to *Gramercy Park Studios, London* as a freelance 3D modeller / technical animator on a skincare product TV commercial.

**November 2017 – March 2018** Collaborated with production company *The Smalls, London* to develop a full cast of characters for animated series *Omegaboy*. Created 3D sculpts from 2D designs and high fidelity 3D models for 10 CGI characters and several props for the show.

**August – September 2017** Returned to freelance at *HUSH, London* for another Prudential CGI commercial. Worked closely with the directors as lead animator and layout artist.

**May – June 2017** Freelance Modeller and texture artist at *Gramercy Park Studios, London* on several elements for VR environments / real-time rendering in Unity for a Jeff Koons project.

**March – April 2017** Animation Director in collaboration with *Accelerate Digital, London* on a motion graphics driven commercial for Modulr Finance.

**August – October 2016** Freelance Animator and Modeller at *HUSH, London*. Collaborated in a small team to bring a high-end commercial to life for a Prudential investment management.

**December 2015 – January 2016** Returned to freelance at *Burrows, Shenfield*. Rendering and Lighting CG vehicles in Vray and 3DSMax.

**September – November 2015** 3D Project lead on job at *Mackevision, London* for Magrabi sunglasses. Involved complex first-person fly-throughs of photo-real store in 3DSMax / Vray.

**July – August 2015** Freelanced at *Flix Media, London* on modelling, animating and rendering a high-end Miele appliance for an online configurator using Maya, Vray and After Effects.

**June 2015** – Returned to Freelance at *Framestore Digital Imaging Department, London*.

**February - March 2015** Freelanced for *Figment Productions, Guildford*. Worked on highly detailed modelling / texturing for a virtual reconstruction of Warwick castle in 3DSMax in addition to 3D props for the Harry Potter World website in Mudbox.

**December 2014** – Freelanced at *Connected Pictures, London*. Worked collaboratively with the director as the After Effects compositor / VFX retoucher on a Barclays bank online commercial.

**August – October 2014** Freelanced at *Spring Studios, London*. Was involved in a two person team creating 3D motion graphics sequences for high-end fashion commercials using 3DSMax and After Effects.

**March – May 2014** Freelanced at *Framestore Digital Imaging Department, London*. Used Maya and Vray extensively to realise super high resolution Nokia/Microsoft phone images for marketing and advertising.

**November 2013 – January 2014** Freelanced at *Hooper CGI, London*. Worked in Cinema 4D and AfterEffects on a massive European motor show presentation for Toyota Europe.

**October 2013** Freelanced at *Drive Design, Surrey*. Modelling and animation work in Maya for an all CG McLaren promo film.

**August 2013** Freelanced at *Smart Cookie (formerly Mediastation) Surrey*. Modelling and animation in 3DSMax of aircraft interiors for Singapore Airlines.

**Intermittently September 2012 - October 2013** Freelanced at *Hogarth, Grey London and JWT* on an array of brand orientated short films in After Effects. These required a very fast turn-around time in creating engaging graphics and animated titles. Designed and animated around a rough-edit and timed to music.

**July - August 2012** Freelanced at *Rushes Post Production, Soho London*. Worked within a small team to bring a CG articulated robot to life for a high budget Hyundai commercial directed by production company thirtytwo. Was responsible for modelling and animation duties. Project rendered in Renderman.

**May - June 2012** Freelanced at *Mediastation, Surrey*. Worked extensively in V-ray and 3DSMax, modelling, lighting and rendering the interior of a Boeing 777 for American Airlines. Also animated several dynamic camera moves which were converted into stereoscopic 3D.

**August 2011 - February 2012** Freelanced at *Burrows, Shenfield*. Was brought in to work under the company's Head of Lighting and Rendering to take over the job of creating several photo-real vehicles in HD for a Mazda online configurator. Worked in 3DSMax and V-Ray extensively.

**Intermittently September 2010 - April 2011** Freelanced at *Imagination, London*. Created a series of motion graphics based animations in After Effects for use on LED screens at Ford motor shows.

**Intermittently July 2010 - March 2011** Freelanced at *Banana Split Productions, London*. Completed Maya and AFX work on a variety of TV commercials, many of which consisted of entirely CG segments. Was solely responsible for 3D and compositing work on a photo-real CG commercial. Worked together with the Director of Photography to seamlessly handle the change over to live action footage.

**Intermittently May - October 2010** - Freelanced at *Blue-Zoo studios, London* on various 3D Character Animation projects. Was responsible for the entirety of the 3D lighting / rendering in Maya and compositing in AFX on a number of shots. Worked in modelling, texturing and layout for a Disney XD channel Christmas promo.

**February - March 2010** - Animation Director on a fully animated 30 second commercial for Vodafone Ghana while freelancing at *Voodoo FX, Cape Town*. This involved drawing up a creative treatment for the client, animation, final composition and delivery. Directed one other artist who created digital background elements for the animation.

**October 2007 - December 2009** - Full time Animator / Visual Effects Artist at *Liquid TV*, London, UK. Worked in 3D and 2D motion graphics on title sequences and in-program graphics for high profile clients such as the BBC and ITV. Was Responsible for taking on entire jobs from the briefing / design phase through animation, compositing and final edit / lay-off to tape or digital delivery. Also had the opportunity to work in small teams of creatives on big-name jobs such as the FA Cup and F1 Grand Prix. Would frequently be involved in meetings with clients during the viewing / feedback stage of a given project.

**September 2007** - Freelance 3D work in Maya for *Framestore CFC* Commercials department, London, UK. Brought in to help finish 2 shots in a big-budget CG commercial for BMW Europe.

**May 2005 - August 2007** - Visual Effects Artist at *Condor Post Production*, Cape Town, South Africa. Worked in a team of artists on effects orientated commercials and was also responsible for the entire 3D workload and basic compositing and 2D effects on many projects. These jobs would often involve liaising with clients / agency creatives. Also managed junior animators / interns on a regular basis.

**2004** - Completed a freelance character animation project for E-commerce, Cape Town. Created and animated 8 individual digital avatars for an online game.

## *EDUCATION*

**2001 – 2003** 3 year Advanced Diploma in Animation for Film and Television.  
Prizes for best in 3D Modelling and Animation

**1996 - 2000** Camps Bay High School –  
Matriculation Exemption, subjects included  
English First Language, Mathematics,  
Computer Science, Physical Science, Music

## *ADDITIONAL INFORMATION*

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