

LEE TERAN

ASSOCIATE DIRECTOR | SENIOR MOTION DESIGNER | 3D ANIMATOR | 3D MODELER

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PROFILE

Motion design lead and award-winning animator with 10+ years of experience leading and creating 2D/3D motion for national brands across retail, digital, and social. I've led work across the full pipeline, from early concepting and storyboarding through animation, modeling, VFX, rendering, and final delivery. I've also been a mentor who gives clear feedback, helps strengthen workflows, and keeps multiple projects moving. I focus on delivering polished work that holds up across all platforms, and I'm known for expressive motion and for bringing energy and personality to brand and product storytelling. I use AI tools such as video and image generation selectively and as needed to help streamline the process. What drives me is a love for motion and a desire to turn complex ideas into clear, exciting visual stories that support brand and marketing goals

EXPERIENCE

Senior Animator | Omnicom Productions - Dallas, TX

(Role retitled after Omnicom consolidation of TPN. Responsibilities unchanged.)

Jan 2025 – Jan 2026

- Provided daily feedback and support to junior artists to help keep work consistent across projects
- Led the full 2D/3D animation pipeline from concepting and storyboards through post-production and final delivery
- Established repeatable workflows and production systems to support high-volume content delivery and maintain quality
- Created motion assets across campaigns with a focus on storytelling, brand consistency, and marketing goals
- Tested and implemented new tools to improve workflows and support production needs
- Integrated generative AI tools into the creative process for concept development and production efficiency

Associate Director, Animation Studios | TPN - Dallas, TX

Jul 2022 – Jan 2025

- Led 2D/3D animation and motion graphics for digital-first retail marketing campaigns
- Presented concepts and work to clients and account leads, gathered feedback, and refined creative direction
- Partnered with project managers to keep scope, schedules, and production handoffs on track
- Directed junior artists and delegated work across multiple projects while maintaining quality standards
- Reviewed team output for brand consistency, quality, and final delivery
- Served as the primary technical resource for the animation team, resolving software and hardware issues
- Created short-form videos for social platforms, balancing clarity, pacing, and marketing goals
- Helped maintain quality and team cohesion across remote production workflows

Senior Digital Art Director | TPN - Dallas, TX

Nov 2018 – Jul 2022

- Created motion content for retail and digital campaigns while taking on more leadership across projects
- Brought energy and personality to brand visuals through expressive 2D/3D motion
- Delivered social-first assets for Instagram Reels, TikTok, and YouTube Shorts
- Guided less experienced artists and provided animation feedback across campaigns
- Supported creative development and helped shape motion direction in line with brand objectives

Digital Art Director | TPN - Dallas, TX

Dec 2015 – Nov 2018

- Produced 2D/3D animation and edited content for retail campaigns and social media
- Applied animation principles to create compelling motion for both product and non-character elements
- Developed HTML5 banners using Adobe Animate
- Collaborated with design leads to shape concepts and translate visual ideas into motion

Digital Production Intern | TPN - Dallas, TX

Sep 2015 – Dec 2015

- Supported senior animators in preparing assets and delivering final animation
- Hired full-time at the end of internship
- New position created due to performance

EDUCATION

BFA Computer Animation | Sam Houston State University

2012 – 2014

SKILLS

- Production Management
- Team Leadership
- 2D/3D Motion Design
- Creative Direction
- Storyboarding
- Brand Storytelling
- Social Video Production
- AI-Enhanced Workflow
- Full 3D Pipeline

SOFTWARE

- After Effects
- Cinema 4D
- Maya
- Premiere Pro
- Photoshop
- Illustrator
- ZBrush
- Adobe Substance Suite
- Frame.io

AWARDS

Recipient of Telly, Reggie, and Effie Awards for animation and campaign work