

COLIN EVOY SEBESTYEN
(415) 533-1697
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MOVECRAFT.COM

key experience

Lucid Motors
LUCIDMOTORS.COM

Manager, Motion Design

Brand Team 2019–2020 UX Team 2021

Currently leading motion graphics efforts as part of the UX team at Lucid Motors, creating world-class HMI for the best electric vehicles in the world. Previous experience leading motion design for brand, marketing, and communications.

- Create motion graphics assets, documents, and code samples for interactive concepts and production. Work alongside team members to conceptualize, visualize, and animate interactive experiences and vision films.
- Author, maintain, categorize, and document system-level motion patterns with cross functional considerations. Support integration of new interactive animations and patterns into existing production build.
- Create, advise, review, and train team in tooling to support current and future initiatives.
- Maintain a process of prototype creation and support across fidelities, supporting reviews for stakeholders, user tests, and documentation.
- Hold regular 1:1 with direct reports and facilitate team development. Maintain vendor relationships for external design and production support or initiatives.

Academy of Art University, San Francisco

ACADEMYART.EDU

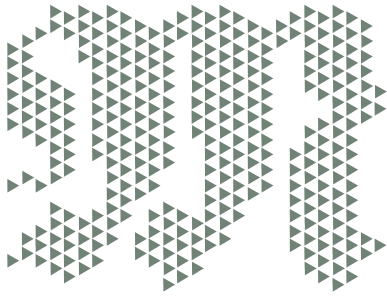
Faculty, Motion Graphics Lead

School of Web Design + New Media

Adjunct 2008–2012 Faculty 2012–2019

Held the position of lead instructor and faculty member. Using technical, design, and educational knowledge, provided support and instruction for a student body greater than 800 students across both undergraduate and graduate level studies.

- 15 courses instructed per year. 6 – Fall/Spring Semester. 3 – Summer Semester.
- Chair holder, MFA thesis committee.
- Student academic advisement and support. Open office hours and provided student support with weekly academic workshops.
- General administrative support: budgeting, personnel, industry outreach.
- Helped architect AAU's WNM MA offering, including mapping the progression of the curriculum, defining the learning outcomes, and authoring assessment protocol. Supported annual industry event/conference *Ideate* with industry booking, format planning, and event management. Curated department speakers series *Unplugged*.
- Alignment meetings with part-time instructors insuring consistency and standards.
- Contributed to school-wide assessment efforts. WASC and NASAD recertification support. Presented WNM implementation of the DQP at WASC Academic Resource Conference with AAU's WSCUC Team. Member of the CLT (Curriculum Leadership Team).



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additional experience

Freelance Design Movecraft.com

Specialized in interaction, motion graphics, & production. Helped clients find solutions to distinct sets of design problems, whether they be budgetary, artistic, or technical.

Clients & studios include: Adobe, MAXON, The Hallmark Channel, Aesop Rock, Venables, Bell & Partners, Little Red Robot, AKQA, Starz Network, Bonfire Labs, Visit Office, Google, Scion, LucasFilm, Splice Festival & many more...

SF Content Creators SFCreators.org

Meetup Host

Curated, co-hosted, and planned a monthly meetup in San Francisco. It was a user group welcoming video editors, designers, animators, filmmakers, mograph artists, and VR aficionados in the San Francisco Bay Area. The membership was 1500 strong with average monthly attendance being around 70 creatives. Received sponsorship and support from many great partners, and featured work from dozens of exciting creators. Monthly meetings supported by feature sponsors Digital Anarchy and Adobe.

Cobra Creative CobraCreative.com

Senior Motion Designer

Campaigns, projects, videos, and creative work at boutique Bay Area agency. Partial list of Clients & Projects: Youtube, Cheetos, Suzuki, Clif Bar, Method, History Channel, Fantasy Interactive, MC Jelly Donut, Asics...

California College of the Arts CCA.edu

Senior Lecturer, Graphic Design

Instructed two levels of courses in the school of Graphic Design. Motion Graphics (full studio) and Advanced Motion Graphics (tutorial). Level 3 and final review panelist.

Duarte Design Duarte.com

Motion Design Lead

Duarte Design focuses on persuasive presentations. Worked primarily on campus at Apple. Various time-based media design tasks, imbedded infographics, explainer videos, and motion design. Prototyping and ideation for the keynote product. Created key motion design for Apple Design Achievement Awards/WWDC 2006, 2007, & 2008.

software

Adobe CC
Adobe After Effects (Expert)
Maxon Cinema 4D/Redshift
VDMX/ISF (live video)
HTML/CSS/JavaScript (Front End)
p5.js/Processing
Various Audio/Music Apps
Figma/Sketch
Framer/Protopie
Jira/Confluence

and love to the many tools that have come and gone...

education

Master of Liberal Arts, Extensions Studies,
Harvard University
Applicant, 2021
Digital Media Design

Bachelor of Fine Arts
Web Design & New Media, 2004
Academy of Art University, San Francisco

Master of Fine Arts (unfinished)
Design & Technology, 2012
San Francisco Art Institute

achievements

Lucid Motors
Motor Trend Car of the Year, 2022
Multiple patents pending
Lucid User Experience Film – Directed
Lucid DreamDrive Film – Co-Directed

Vimeo – Staff Pick
MAXON – Featured speaker
HOW Design Live – Featured speaker
IdN Magazine – Publication
Soundwave ((7)) – Commissioned Artist
VideoNow – TOTY (Toy of the Year), 2005