

BRENDAN ROCHE

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Objective

Creative and experienced designer specializing in motion graphics, seeking a challenging position where I can leverage my expertise in visual storytelling, animation, and design. Proficient in Adobe Creative Suite, Cinema 4D, and various animation tools. I excel in conceptualizing, designing, and executing high-quality animations that captivate and engage audiences. My expertise spans across advertising, television, film, and digital media, where I have successfully led projects from ideation to delivery, ensuring alignment with client objectives and brand identity. Known for my collaborative approach and ability to thrive under tight deadlines, I am dedicated to pushing the boundaries of creativity while maintaining a keen eye for detail and a commitment to excellence.

Freelance Experience

Motion Graphics Design | Art Direction | Animation

Jan 2011 - Present

My expertise spans across advertising, television, film, and digital media, where I have successfully led projects from ideation to delivery, ensuring alignment with client objectives and brand identity. I was part of a team at Nickelodeon Slimetime nominated for a Sports Emmy in 2023, for Outstanding Production Design/Art Direction. Below are some of the brands I have worked with.

Nickelodeon • We Are Royale • Skitch • AKQA • WWE • Wax • LVLV/Juniper Jones • Ghost Robot • Method
1st Ave Machine • Hello Scholar • Kettle • Psyop • Loyal Kaspar • Cause & Effect • Kornhaber + Brown
Sibling Rivalry • Bigstar • Batwin & Robin • AKA • BET • Rescue Vessel • Comedy Central • MTV • Logo
Rock Paper Scissors • Studio Six Havas • Slanted Studio • Mr. Wonderful • Picture Farm • Showtime

Full Time Experience

USA Network | Lead On-air Designer

June 2008 - Jan. 2011

- Responsible for design and production of graphics packages for original series including Psych, Law & Order Criminal Intent, White Collar, WWE Monday Night Raw and Royal Pains among others.
- Responsible for design and production of general promotional and informational on-air graphics.

Newsweek | Senior Multimedia Designer, Marketing

Oct. 2005 - Feb. 2007

- Responsible for the design and production of promotional videos print pieces and websites.
- Responsible for the design and production of print collateral, including in book house ads, event programs, invitations and room dressing.
- Art directed and redesigned portions of the magazine's media kit website.

Education

Parsons School of Design, New York, NY

Master of Fine Arts Design Technology, Broadcast and Graphic Design

Cornell University, Ithaca, New York

Bachelor of Fine Arts, Painting, Printmaking and Photography

Skills

Adobe Creative Suite, Cinema 4D, Redshift, Octane, X-Particles, Nuke, Premiere, Figma

2D and 3D animation, Compositing, Rotoscoping, Visual Effects, 3D Modeling, Texturing, Lighting, Rendering

Print, Video, Photography, Fine Art Production