

SEAN McKEON

Senior Motion Designer

Richardson, TX • 816.808.2171 • seanrobertmckeon@gmail.com

Reel: vimeo.com/1154777635 • seanrobertmckeon.com • linkedin.com/in/sean-mckeon-77018557

SUMMARY

Senior motion designer with 15+ years creating 2D/3D animation, interactive installations, and brand campaigns for NBCUniversal, Garmin, AMC Theatres, and national sports franchises. Pairs an IT degree and creative-coding background with generative AI pipelines and rapid prototyping in Figma and Claude. Experienced leading cross-functional design work and mentoring junior designers.

EXPERIENCE

NBCUniversal — The Arthouse | Senior Designer Jun 2025 – Present

- Design and animate campaign creative for Peacock, Telemundo, and NBC local news affiliates, partnering with cross-functional producers, marketers, and editors from concept through delivery.
- Mentor junior designers with structured feedback and reviews, raising consistency and craft across a 30+ person design team.
- Build and maintain motion templates and style-guide systems that keep concurrent multi-brand campaigns on-spec and cut turnaround time on recurring deliverables.
- Present concepts directly to the VP of Creative and iterate on feedback, managing multiple simultaneous projects against broadcast deadlines.

INTER NYC / GameStop | Freelance Motion Designer Oct 2024 – Apr 2025

- Concepted the end-to-end interactive experience loop and visual identity for the GameStop × PSA “Push Start Arcade” activation, defining how visitors move through and engage with the experience.
- Modeled and animated alien-humanoid characters and 3D environments for interactive art exhibits.
- Designed news assets and live network event animations for NBC and Telemundo markets.

Intake Studios | Senior Motion Designer Apr 2016 – Oct 2024

Two stints: furloughed during COVID (Sep 2021 – May 2022, full-time at Garmin below); rehired remote.

- Designed and animated 3D scenes for 4 national AMC Theatres pre-shows, screened across ~860 theatres and 9,600 screens worldwide — viewed by millions of moviegoers every month.
- Animated promotional spots for AMC's in-theatre screens and social channels, and produced 3D key art for print media and posters.

Garmin | Senior Motion Designer Sep 2021 – May 2022

- Developed 3D product launch videos for smartwatch, dash cam, and pet-tracking lines, translating engineering specs into consumer-facing feature stories.

S Group Creations | Senior Motion Designer Jul 2014 – Apr 2016

- Crafted in-stadium player intros, LED ribbon-board graphics, and hype videos for the Kansas City Royals, Seattle Mariners, Dallas Cowboys, and Calgary Flames — displayed live to crowds of 40,000+ per game.
- Produced CAD-based product renderings for Scholle packaging.

T2 / Hint | Motion Designer & Programmer Jan 2011 – Jul 2014

- 3D lead on an 8-person design team delivering commercial and large-event graphics for PUMA, National Geographic, Wendy's, PetSmart, Sprint, and LinkedIn.
- Programmed real-time particle systems for large-scale projection installations, bridging design and code on interactive event experiences.
- Built “Art of the Heart,” an interactive drawing installation for St. Luke's Hospital (St. Louis) that let visitors' drawings come to life on screen.

JW Broadcasting | Creative Services Producer Jun 2008 – Dec 2010

- Wrote, shot, and edited commercials for Columbia, Missouri's ABC and FOX affiliate stations.

SKILLS & TOOLS

Motion & Design: 2D & 3D animation, modeling & texturing, visual effects, 2D/3D tracking, real-time & interactive graphics, character animation, brand systems & style guides

Tools: Cinema 4D, Redshift, Octane, After Effects, Photoshop, Illustrator, Premiere Pro, Figma, Cavalry

Generative AI & Code: Claude (Code & Design), ComfyUI, Weavy, Hermes, Codex — AI-assisted concepting, prototyping, and pipeline automation; general programming and creative coding

EDUCATION

University of Missouri — BS, Information Technology

2003 – 2008