

Andrew Hoeveler

Creative Director



7511 Greenwood Ave N #606
Seattle, WA 98103

206.445.0823

andrew@ritual.tv
www.ritual.tv

Profile

My mission is to consistently challenge and elevate my own creativity and that of my team, creating illuminated experiences through equal parts inspiration, discovery, and dedication.

Experience

Creative Director, Wild Oracle, Seattle, WA – 2014 to present

- Design, animate, and produce motion design content for commercial advertising, feature film, experiential design, interactive installation, immersive experiences, and live performances.
- Provide UI/UX motion design consulting services to the software industry, as a key member of the software development team, prototyping use cases and output of consumer software.
- Design conceptual visuals to demonstrate future hardware and software products.
- A motion design, visual effects, and animation solution for design firms worldwide.
- Experienced in Maxon Cinema 4D, Adobe After Effects, Muse, Edge Animate, Creative Cloud, Apple Quartz Composer, and Processing.

UI/UX Motion Designer, Microsoft, Redmond, WA – 2012 to 2014

- Worked closely with software engineers to design motion for software and implement into code.
- Created conceptual designs and prototypes as a key member of the software development team.
- Integral member of the production teams for Windows Phone, Microsoft HoloLens, and Sway.

Creative Director, RUN Studios, LLC, Kirkland, WA – 2011 to 2012

- Directed a small team of talented artists and designers to design, produce and deliver motion graphics for live events, digital signage, internet/intranet and Xbox distribution.
- RUN clients include Microsoft, Turn 10 Studios, MSN, Adidas, Kinect Retail and Xbox Live.

Designer/Animator/Director, Ritual, Los Angeles, CA – 1999 to 2010

- Designed and animated motion for broadcast TV, commercial advertising, and feature films.
- Managed a team of junior animators on all projects.

Education

Northwestern University, Evanston, IL

- Bachelor of Science, Radio/TV/Film, 1996

Awards

Telly Awards

- Silver Telly Award for *Pepsi Throwback*, 2009

Academy of Television Arts & Sciences

- Student Emmy for Best Animation, 1996

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Referrals

Microsoft – *Oren Trutner* – orentrutner@gmail.com

RUN Studios, LLC – *Jon Segress* – jon@runstudios.com

Mindbomb Films, Inc. – *Christopher Kirk* – chris@mindbombfilms.com

Trailer Park – *Clarissa Donlevy* – clarissa_donlevy@me.com

Pop Arts MGMT – *Kevin Batten* – kevin@wearepoparts.com

Client List

Ant Farm

Brand New School

Buck

Logan

Microsoft

PIC Agency

Picture Mill

POSSIBLE

Radium/Reel FX

Stardust

Strange & Wonderful

Süperfad

Trailer Park

Troika Design Group

Zoic Studios