**Chris Johnstone**

**3D Generalist and Motion Graphics Designer**

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**Summary**

I am a 3D Generalist and Motion Graphics designer working with Maya, Houdini and After Effects, with a vast amount of experience in all aspects of motion design: live events, broadcast, film, TV, Web, Post-house, Agency work, creating a wide variety of digital work.

I started using 3D software with 3D Studio 2, Wavefront Advanced Visualizer, TDI Wavefront, Alias, Alias Wavefront, standalone software's Dynamation and Kinemation, Maya and have progressed from there. I regularly use proprietary production tools.

I work in events with programmers - for example through touch screen interfaces, experiential installations, DMX cued lighting, projection mapping etc

I script a little in AE Javascript, MEL and Python. I use Arnold, Redshift, Renderman RIS, vRay, Krakatoa etc for rendering.

**Freelance jobs up to Feb 2022:**

**Make Associates:** Interactive table

**Imagination**:  Rolls Royce Visitors Centre in Goodwood  **Coffee & TV:** Mercedes AMG Commercial   
**The Shark is Broken Theatre Projections** At The Ambassadors Theatre

**A Christmas Carol:** A Ghost Story presented by Mark Gatiss at London's Alexandra Palace - Houidini environmental simulations for Nina Dunn

**Brand Fuel** - A procedural particle animation in Houdini to represent the "sparking of the world's potential" in a CEO presentation for Arm Technologies.  
**Lucky Generals** - The motion design for new brand graphics for Broadway in New York reopening.  
**Double Negative** - 3D Generalist / Fix it Guy and Motion Graphics for the 3D feature ‘Ron’s Gone Wrong’  
**Liquid TV** - UEFA  Euro 2020 graphics package.  
**Jack Morton:** Motion DesignInfographic Sushi Train Table - Ericsson 5G

**Jack Morton:** Motion DesignInfographic Touch Table - Schlumberger

**Imagination:** 3D Generalist, AD JLR electric car interactive table

**Connected Pictures:** Motion Design TV Commercials

**Big Buoy Productions:** Houdini and Maya TV commercials and film promos

**Imagination:** Senior 3D Generalist

**JLR Innovation Lab** - Ingenium Engine Interactive Exhibits

**Parlourwood**: Motion Design DeWalt Powertool

**Moov Ltd:** Motion Design Wimbledon Opening Film

**The Abstract Union Ltd:** Motion Design HD Projections for Atom Events

**Imagination:** Motion Design Geneva Auto Show

**BlackRock Investment**: Motion Design New York Aladdin Conference

**Imagination:** Motion Design Vignale Relationship Manager Excellence Film 2015

**J K Rowling Pottermore:** 3D Consultant: Audit of Sony PlayStation assets, retro engineering game assets, Look development for spells

**Jellyfish Productions**: Maya Generalist Ten Channel Ident, Red Bee

**BBC World Service:** Motion Design World at War Series

**Nexus Productions:** 3D Generalist, Compositor

RAID Campaign USA. rig, model, look dev, beauty comp

**Treatment Studio:** Motion Design, Art Direction

Live music tours, concerts, events, award ceremonies, large-scale theatre, opera

**Imagination**: 3D Generalist, Motion Design, Art Direction,

Don Perignon Point of Sales, Harrods: 3D Alioscopy Screen

Motor Shows (Various) for Geneva, Detroit, Shanghai, Paris, Anaheim

3M Innovation Centre - Interactive Innovation Museum

Canon Enterprise Services Visitors Centre - Interactive welcoming animation

Shell GTL Table: Now in residence at The Hague Museum.

**ML Studio / KPX Video:** 3D Generalist, Motion Graphics, Direction

Paul McCartney Tour Graphics, Bon Jovi Tour Graphics, Chemical Brothers Tour Graphics.

Developed and executed ideas for the pixel-mapped screens breaking down the live performance into a series of cued animations to work alongside to lighting and stage design.

**Puma:** In-store Brand video for Yasuhiro Mihara: Direction, Motion Graphics

Directed and executed a Promotional Brand Film for the Puma brand Mihara, a range of shoes and accessories designed by Mihara Yasuhiro.

**3DD Entertainment:** Red Carpet Romance: Motion Graphics

**Tangerine Films:** Land Rover / Range Rover: Art Direction, Motion Graphics

**Unit Post Production:** SkyHD Idents

**Nexus Productions:** Coke USA

**Turner Broadcasting UK:** Design Director for the creation of the Italian ‘Boing’ cable channel: my team won two Turner Awards. Other Branding jobs for Turner include the creation of the CNX channel, two UK based Boomerang refreshes and a European Cartoon Network refresh.

**Head Of Design**

Aurora Media Worldwide

Nov 2017 - Jan 2019

My role was to create, develop and implement new graphics packages. Associated Brands included FIA Formula E and the associated Race Teams, (Jaguar, Audi, BMW, Nissan, McLaren, Spark Racing Technology, NIO, ABB…), FIA Extreme-E, Jaguar I-Pace e- Trophy, The Goodwood Festival of Speed, Revival and Members Meeting, 6 Day Racing Cycling, Dubai Duty Free Tennis Championships and the DR-1 Champions Series, a drone racing series. The scope of work covered outside broadcast productions, factual content, short form digital, format creation, and everything in-between.

**Creative Director of Motion Graphic for P&G Hairworld 2010 in Paris**

Knife Edge Aug 2010 - Nov 2010 (4 months)

As creative director for Knifedge I conceived a series of films commissioned by Jack Morton for P&G's stand at the 2010 Hairworld exhibition in Paris. All films were delivered in 5 x 720pHD for a screen size exceeding 37m in width and a height of 4m. Content was also created for a 19.5m x 2.3m LED arc.

**Design Director and Brand Manager**

NOW Owned by IMG / TWI

TV Branded Continuity Graphics, Show Titles, Promos, TV Studio Design, Print, Advertising and Website Graphics. I was solely responsible for the graphic requirements of seven live TV studio shows a week, one weekly band performance show and one weekly chart show. My graphics also had to converge simultaneously on the web.

**Design Director & Effects Director**

VHQ Asia: Working closely with directors and producers to pitch and shoot their ideas. I gave pre-visualisations for their concepts, and gave direction to production designs and effects. When supervising post production I worked alongside cell animators, 3D animators, telecine graders and compositors.

**Storyboard Services**

Stone Animation, Storyboard Services, South East Asia

I opened my own design and storyboard company working for commercial directors, agencies and post houses in South East Asia.

**3D Generalist and Motion Graphic Designer**

Filmline Production and Powerhaus Post Production

**2D and 3D Motion Graphic Designer**

UCM Ltd

In recognition of our Animation and Graphic Design combined with our Technology we won the Gold BIMA Award of 1993. UCM became a European leader in interactive multimedia. I created designs and animations for what were at the time unique and extraordinary multimedia applications Clients included: Olivetti, Hewlett Packard, Compaq, NEC, and P&O.

In UCM’s ‘Studio’ department I first became involved in taking briefs from clients, developing storyboards and producing finished jobs.

**Honours & Awards**

**D&AD Digital Design Award 2012**

Imagination London - Digital Design / Digital Design Pearl GTL Interactive Model

**Bronze Cannes Lion - Design 2012**

Imagination London – ‘An Expression of Innovation’ for Royal Dutch Shell, Pearl GTL Interactive Model

**IVCA Gold Award - International Event of the Year 2010** - IVCA

2010 with Jack Morton Worldwide for Procter and Gamble The Job: Wella International Trend Vision Awards Final 2008 - 2010 Roll: Creative Director of Screen Content

**Gold BIMA Award**- Gold BIMA Award for Design in Multimedia with UCM Brighton, UK for Olivetti, Milan, Italy

**Education**

**Middlesex University**

BA Hons, Graphic Design

Graphic Design, Print and Illustration, Photography, Early Computer Art, Animation.

Black and White Digital Art on a Mac Classic using Illustrator 1.0, Fontographer 1.0, Photoshop 1.0 Colour Digital Art and Animation using Amega Computers and the Quantel Paintbox

**References:** Available on request