

Dan McNamara

Creative Director | Senior Motion Graphics & VFX Artist | AI Video & Creative Technology
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PROFESSIONAL SUMMARY

Multidisciplinary Senior Motion Graphics & VFX Artist with nearly 20 years of experience in motion design, visual effects, and post-production for high-volume branded, editorial, and social-first content. Specialized in AI-assisted video workflows, real-time VFX pipelines, and scalable production systems. Proven leader in fast-paced media environments with deep experience delivering flagship series, mentoring teams, and integrating emerging technology into production.

SOFTWARE

After Effects • Premiere Pro • Cinema 4D • Photoshop • Illustrator • AI Video • AI VFX • ComfyUI • Kling • Google AI Studio • QWEN • Runway • Topaz • Real-Time VFX • Editorial Motion Systems • Generative AI Pipelines

PROFESSIONAL EXPERIENCE

First We Feast — Creative Director (Freelance) *2025 – Present*

- Serving as Creative Director, Art Director, Designer, and Motion Graphics Artist across all First We Feast projects.
- Creative Director and designer for the Wing Pong graphics package.
- Creative Director and designer for the Slice Joint graphics package.
- Currently serving as Creative Director on Game Night, an upcoming series set for release in Fall 2026.

Complex — Senior Motion Graphics & VFX Artist *June 2016 – Present*

- Directed and animated cover story content for major talent including Takashi Murakami, JP THE WAVY, Fanum, and NBA YoungBoy — adapting print covers for social and video, often under same-day turnaround; additionally produced mockups and motion executions for numerous other cover stories.
- Designed and delivered motion graphics packages for 50+ shows over 10 years, including lead ownership of flagship series such as Hot Ones and Sneaker Shopping.
- Drove AI-assisted video pipelines for flagship Complex series, including 24 Hours to Live, scaling experimental workflows into production-ready systems.
- Developed scalable post-production and AI video workflows supporting rapid editorial turnaround and weekly release schedules.
- Contributed motion graphics and VFX to First We Feast originals during its time as a Complex content division.
- Pioneered the adoption of AI tools including ComfyUI, Kling, Krea, Flux, and Topaz within active production pipelines.

Ralph Lauren — Motion Designer / Director of Internal Video *2010 – 2016*

- Produced 20+ videos per season across multiple retail brand lines, managing the full pipeline from concept through translation, delivery, and global distribution.
- Directed on-set video shoots and conducted designer interviews, then edited all footage in-house.
- Managed a team of freelance editors and artists while maintaining a 100% on-time delivery record across all seasonal cycles.
- Partnered directly with company founder Ralph Lauren on internal storytelling formats and large-scale brand communication initiatives.

The Onion — Onion News Network: Future News — Animator / Editor *2008 – 2009*

- Reframed and produced visual-effects graphics for Future News, The Onion's first web-based series for Apple — an entirely VFX-driven show requiring format conversion to widescreen.
- Created editorial Photoshop graphics for The Onion's satirical articles.
- Contributed graphics for The Onion SportsDome, a Comedy Central pilot.

EDUCATION

School of Visual Arts (SVA)

BFA — Animation & Motion Graphics

CORE TITLES & FUNCTIONS

Senior Motion Graphics Artist • Senior Motion Designer • VFX Artist • Visual Effects Artist • AI Video Artist • AI VFX Specialist • Creative Technologist • Post-Production Artist