

Conrad McLeod
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Summary:

Designer with 15 years of experience working with many different clients, studios, and agencies on a wide range of 2D, 3D, and XR projects. Strives to create work that is simple, charming, and useful. Has a versatile generalist skill set that is both technical and design driven. Currently seeking new opportunities in emerging technologies such as artificial intelligence and spatial computing, as well as in experiential design, product renders, and data visualization.

Skillset:

- 2D/vector illustration & animation
- 3D modeling & UV mapping
- Texture & lighting (baked & real-time)
- Rigging, weight-mapping, and animation
- Rendering (Standard, Redshift) & compositing
- 3D optimization, exchange, & XR implementation

Software:

- Cinema 4D (Standard, Redshift, Arnold, V-Ray)
- Adobe CC: Firefly, Photoshop, Illustrator, After Effects, Premiere, Media Encoder
- Figma, Milanote, Google Suite
- Spark AR, Meta Quest Developer Hub
- AI Toolset: Midjourney, RunwayML, ImageFX
- Basic: Blender, Maya, Unity, Unreal, Spline, Rive

Experience:

Meta (via Magnit), Creative Engineering Team | Visual Designer V (Contract) | April 2022 - April 2024

- Worked closely with art directors, technical artists, engineers, product designers and other cross functional teams to produce over 40 mixed-reality experiences for passthrough and additive head mounted displays.
- Projects explored use-case scenarios across apps of utility (visualizing real time data), modular education experiences, games, and entertainment and assisted in the creation of proprietary development tools.
- Created moodboards, design explorations, motion tests, animated product flows, 3D assets, onboarding experiences, novel Instagram features, assets for Connect Conferences, and functional, interoperable XR prototypes used for focus group research and as templates/example project files for third party developers.

The Mill | 3D & AR Designer (Freelance) | August 2016 - March 2022

- Worked in the Mill's Emerging Technology Department to produce over 50 mobile augmented reality experiences for Facebook's AR platform on Messenger and Instagram.
- Projects showcased in-development capabilities and features (such as image-tracking for AR movie posters, AR ad & commerce features, and IG profile-specific effect trays for brands & AR creators).
- Experiences garnered uncountable impressions and activations for high profile clients such as Taylor Swift, Tate Britain, Chanel x Pharrell, Warner Bros, Netflix, Louis Vuitton, Adidas, and BBC, among many others.

B-Reel | 3D Visual Designer (Freelance) | December 2015 - August 2017

- Provided 3D design & animation services on projects for Google Search, Facebook, and LG.
- Helped design official Facebook news feed posts that celebrated cultural moments around the world (such as Martin Luther King Jr Day, Diwali, the Tokyo Marathon, and International Women's Day, among others).
- Motion design and logo treatments for two explainer videos introducing new Google Search features for jobs listings and voter registration information.

Additional Clients, Studios, & Agencies | 2D, 3D Motion Designer (Freelance) | December 2008 - present

- Clients: Google, Android, IBM, TEDx, Sony Playstation, Microsoft, Verizon, Sprint, Starbucks, Paypal
- Studios: MPC, Los York, ColliderNYC, Autofuss, Oddfellows, Lifelong Friendship Society, Otherland
- Agencies: Droga5, Bartle Bogle Hegarty, Mekanism, Goodby, Silverstein, & Partners

Education:

SAE Expression College, BAS Motion Graphic Design 2008
UC Santa Barbara, BA Psychology 2005