

## Rusty McMillan

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### WORK EXPERIENCE:

March 2021 to  
Present

**GoTo**, Boston MA  
MOTION DESIGNER

Major duties included:

- Create and define the in-house animation style and motion guidelines for the GoTo brand and its core products, such as GoTo Connect, GoTo Resolve, and LastPass.
- Collaborate with internal stakeholders and clients to help drive business goals and reach new customers driving engagements and new product signup.
- Collaborate with internal teams to showcase product UI by using 2D and 3D motion techniques that highlight product key selling points, show ease of use and simplicity, and demo key functionality.
- Deliver rich, energized animation that helped engage new customers on the web, social, OOH, and events driving sales for appropriate teams and customer engagement..

February 2019 to  
March 2021

**ESPN**, Bristol, CT  
LEAD MOTION DESIGNER

Major duties included:

- Collaborate with internal stakeholders and teams to deliver world-class animation for live TV events.
- Assisted in delivering a new graphic package by streamlining assets creation and production and discovering new production technics to streamline the production pipeline.
- Deliver rich, energized animation that stands out in the sports entertainment world and helps define the in-house animation style.

March 2018 to  
February 2019

**Draftkings**, Boston, MA  
SENIOR MOTION DESIGNER

Major duties included:

- Collaborate with internal stakeholders and clients to help drive business goals and reach new customers.
- Deliver rich, energized animation that stands out in the sports entertainment world and helped define the in-house animation style.

June 2011 to  
March 2018

**Digitas**, Boston, MA  
SENIOR INTERACTIVE ART DIRECTOR and MOTION DESIGNER

Major duties included:

- Create an engaging story-driven motion graphic that communicates creative and client goals using the latest in animation and motion software.

- Create online and mobile advertising using advanced animation techniques and emerging technologies based on media ops, client-approved layouts, and creative designs for national and global clients.
- Managing offshore resources production pipeline by providing feedback and overall direction to ensure consistency and ensuring the offshore teams are successful at delivering high-quality technology solutions.
- Maintaining a solid knowledge of the client's business, project goals, brand standards, and expectations to help creative produce high-impact designs.
- Work with onshore and offshore teams to oversee and manage project deliverables are meeting expected quality and maintain the project timeline.

January 2011 to  
Present

**Freelance Motion Designer**

- Working closely with the marketing teams, creative teams, and internal clients to deliver engaging animations across a variety of platforms, including web, TV, and social media. Overall tasks varied from consulting, animation, video editing, and production planning.

**EDUCATION:**

March 2002

Ex'pression College for Digital Arts, Emeryville, CA  
Bachelor of Applied Science: Digital Visual Media

June 2000

Lane Community College, Eugene, OR  
Associate of Applied Science: Multimedia Design and Production