



TONY ROMAIN

ART DIRECTOR | MOTION GRAPHICS

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Profile

Motion Graphics Art Director with 15+ years collaborating with companies large and small. Working with a diverse range of notable entertainment and corporate clients, I have cultivated a reputation for balancing the pragmatic and creative. I pride myself on directing lean, efficient operations and teams to achieve both brand and business objectives. Able to lead, contribute, or support projects of any size or scope

Experience

TRANCE

CREATIVE DIRECTOR, PRINCIPAL, LOS ANGELES, 2001 - PRESENT

- Spearhead art direction for small and large-scale projects at self-owned and operated motion graphics design studio serving major entertainment, film, TV, and game show clients, successfully scaling business from one to four staff members and increasing revenue YOY
- Determine workflow and oversee multiple distinct lines of business including scripted dramas, unscripted shows, game shows, and corporate and commercial projects
- Ideate vision and lead execution for up to 15 simultaneous projects, expertly balancing high-level creativity with business strategy to achieve project goals, budgets, and timelines
- Cultivate sterling reputation within the game show industry, becoming a relied upon motion graphics expert, responsible for producing graphics for more than 80% of on-air shows in the U.S.
- Negotiate contracts and manage small and large project budgets up to \$150K, continuously identifying opportunities to streamline processes and cut costs without sacrificing quality
- Lead and mentor team in best practices for design and client management

PARTIAL CLIENT LIST: ABC, FOX, NBC, Discovery Channel, E!, Oxygen, Discovery, MTV, Showtime, Lifetime, CMT, National Geographic, TBS, History Channel, FremantleMedia, 3 Ball Entertainment, All3Media, Endemol Shine

MGM TELEVISION

ART DIRECTOR (CONTRACT), LOS ANGELES, SEPT 2001 - PRESENT

- Primary vendor for Mark Burnett Productions and later MGM Television after it was acquired. Produce graphics packages for a wide variety of projects including Game Shows, Unscripted programs, and overall branding packages. Notable projects include; Survivor, The Apprentice, Are you Smarter Than a 5th Grader, Beat Shazam, Light TV, Shark Tank, among many many others.

WGN AMERICA

ART DIRECTOR, LOS ANGELES, FEB 2019 - DEC 2019

- Staff art director for marketing department at national cable channel
- Serviced on-air and digital promotions for both original programming as well as syndicated/library shows
- Contributed to successful launch of unscripted program "Dog's Most Wanted". Highest rated launch for the channel in over 5 years.
- Contributed to brand refresh and extensions of existing on air branding.
- Art directed, designed and animated the Season 2 "Carter" marketing/promo graphics package

GAME SHOW NETWORK

ART DIRECTOR (CONTRACT), LOS ANGELES, MARCH 2010 - SEPT 2019

- Art Directed graphics for a wide variety of game shows as a primary vendor for on set and post motion graphics. Worked closely with show runners from the initial development of new formats through production and post. Designed and animated packages for over 10 shows.

PANDA RESTAURANT GROUP

ART DIRECTOR (CONTRACT), LOS ANGELES, JUNE 2015 - MAY 2018

- Scripted, art directed, and directed live action and graphic content for in-store branding video displayed in Panda Express restaurants worldwide.
- Starting from an expansive brand and marketing positioning document provided by client, formulated a script for a graphic and live action brand video.
- Identified and fleshed out multiple broad brand objectives into honed messages and discreet targeted segments.
- Interfaced with multiple management levels and coalesced feedback into actionable timelines.
- Oversaw live action shoot adhering to strict brand guidelines for presentation of products and methods.
- Ensured technical specs and delivered content functioned across multiple display technologies.

Skills

After Effects • Cinema 4D • Photoshop • Illustrator • VDMX • Mad Mapper • Project Management

Education

BACHELOR OF SCIENCE

Broadcasting + Film

Boston University Boston, MA

COURSEWORK

Graphic Design

UCLA Extension Los Angeles, CA