



DEAN CHAPMAN

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Skills

Creative Direction, ArtDirection
Motion Design, 3D Animation
Modeling - Hard Surface & Organic
2D Animation, VFX, Compositing
Editing, Sound Design
Color Grading, Videography
Lighting, UX & UI Design
Directing, Drone Operator,
VR, AR, XR, Generative Art

Primary Software

Cinema 4D, Redshift, Octane,
Marvelous Designer, Realflow,
Substance, X-Particles, Z-Brush
After Effects, Cavalry,
Premiere, Davinci, Figma,
Photoshop, Illustrator, InDesign,
Keyshot, Unreal Engine

AI

Midjourney, Runway, Eleven Labs,
ChatGPT Plus, Perplexity AI, Luma AI
Magnific AI, Topaz, Dall-E,
Stable Diffusion, Google Colab

Communication + Colab

Slack, Discord,
Google Workspace
Jira, Asana

Clients

20th Century Fox, Disney, Universal,
Paramount, IFC, Sony, Old Navy,
Visa, Footlocker, Asics, Cash App,
Afterpay, Block, Dairy Queen,
Shiseido

Education

CSUN; Cinema and Television Arts
BA, 2005

Profile

Dean Chapman's creative force stems from his work in motion picture advertising, and spans across a variety of sectors including fintech, edtech, medicine, and film & television. With over a decade of experience in art direction, motion design, animation & vfx, Dean has continued to work directly with many of the top film marketing executives to produce a multitude of high profile campaigns for major studios, including 20th Century Fox, Sony Pictures, Universal, Paramount and Disney, as well as brands such as Old Navy, Coca Cola, Cash App, Afterpay, and Dairy Queen. Aside from his work as a multidisciplinary artist, Dean has directed commercial spots for Shiseido, Footlocker, and Visa.

Experience

BLOCK; Oakland, CA

CREATIVE LEAD, 3D & MOTION — 2021-2024

In my capacity as a creative lead at Block, I was instrumental in pioneering a unified visual language that encompassed 3D, motion, and 2D animations across business units, with a focus on Afterpay and Cash App cohesion.

CASH APP; Oakland, CA

CREATIVE LEAD, 3D & MOTION — 2022-2024

I led the integration and expansion of 3D, motion, and 2D animation into our marketing and user experience strategies. My role involved evolving Afterpay motion design systems into the Cash App business unit. I led a talented team in crafting immersive animated narratives that showcased Cash App's features and services, significantly increasing user engagement and understanding of our financial products.

AFTERPAY; San Francisco, CA

CREATIVE LEAD, 3D & MOTION — 2021-2024

Spearheaded the development of an innovative creative unit within Afterpay, focusing on the seamless integration of 3D and motion design to elevate the brand's presence across various marketing channels. My role was pivotal in orchestrating a multidisciplinary team, enhancing our approach to consumer engagement, B2B communications, and product storytelling. I played a key role in steering the creative direction for Afterpay's advertising and marketing initiatives, ensuring a cohesive and impactful brand experience across digital and traditional platforms.

OZOBOT; REDONDO BEACH, CA

MOTION DESIGNER/VFX SUPERVISOR/ANIMATOR — 2020-2021

As the Creative Lead at Ozobot, I oversaw the company's studio, leading initiatives in motion design, live-action shoots, and photography to bolster the brand's presence in the EdTech space. My role involved crafting dynamic animations, directing engaging video content, and producing high-quality imagery that communicated Ozobot's mission to make technology education accessible and enjoyable.

BLT & Associates; Hollywood, CA

MOTION DESIGNER/GRAPHIC DESIGNER — 2019-PRESENT

Ongoing, onsite freelance Motion Designer / Graphics Designer at BLT & Associates - one of the top advertising agencies in Los Angeles. Editing, motion gfx and design work on high profile campaigns for the entertainment industry, with an emphasis on Digital/Social. Fast paced environment requiring independent problem solving, as well as collaborative efforts with other Art Directors, Designers, Illustrators, Copy Writers, and Motion Designers.

CHAPMAN DESIGN; LOS ANGELES, CA

CREATIVE LEAD/ART DIRECTOR — 2002-PRESENT

Responsibilities include campaign conception and production. Collaborate cross functionally with art directors, designers, copywriters, and producers. Provide direction to: VFX artists, editors, motion designers, sound designers, and composers. Creative duties include 3D modeling, texturing, animation, art direction, and motion design.



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Experience Cont.

DOWNTOWN REEL; SANTA MONICA, CA

DIRECTOR — 2015-2018

Freelance Director at Downtown Reel. Directed an international 60 second spot for Visa's 'Not A Tourist' campaign. Directed a 60 second spot for Footlocker x Asics' 'Real Runners: Real Lives' campaign. Directed 2x15 sec & 2x30 sec spots for Shiseido.

OLD NAVY; SAN FRANCISCO, CA

MOTION DESIGNER/VFX SUPERVISOR/ANIMATOR — 2014-2021

Freelance at Old Navy; Responsible for a multitude of campaigns including the creation of 13 animated narratives in 25 days for Old Navy's "White Elephant" campaign, resulting in the highest engagement rates in Old Navy social media history.

GEORGETOWN UNIVERSITY MEDICAL SCHOOL; WASHINGTON, D.C.

3D ANIMATOR/COMPOSITOR — 2012-2018

Partnered with the head of Stem Cell research in one of the most prestigious medical labs in the world. Responsible for creating a series of comprehensive 3D animated Embryogenesis movies, illustrating the development of the human embryo from germ cell to Organogenesis.

IFC FILMS; NEW YORK, NY

FREELANCE ART DIRECTOR — 2016-2018

Art Director on key art campaigns which include The Man Who Knew Infinity

FOX SEARCHLIGHT PICTURES; LOS ANGELES, CA

FREELANCE ART DIRECTOR — 2006-2008

Art Director on key art campaigns which include The Wrestler, Millions, Sideways, and Bend It Like Beckham