Evan Poliquin



CREATIVE DIRECTION | AI-ENABLED PRODUCTION | BRAND | MOTION & 3D

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EXPERIENCE

DentoCrafts
Oct 2025 - Present

Lead Designer & Developer — *Remote*

- Own creative and product direction with the CEO/founder: led a full rebrand (identity, brand guide, UI design system), designed and built the marketing site, and created promotional animation, UI motion, and interactive 3D content.
- Learned dental lab and clinic workflows from scratch with dentists, staff, and technicians and turned them into the product. Launched beta in June 2026 with 100+ users.

Slalom Consulting
Oct 2022 - Oct 2025

Creative Technologist / Senior Video Producer & Motion Designer — *New York, NY*

- Created the primary pitch creative for successful pursuits worth about $55M in 2023 and contributed to $150M+ in broader wins. On about $9M of pursuits, clients specifically cited the creative as a deciding factor.
- Directed a multi-state National MS Society engagement: six bilingual videos, four remote crews, $100K+ budget. Sourced and supervised contractors, cutting projected production costs by about 75%.
- Built AI into delivery: an OpenAI vision tool that writes scene descriptions for visually impaired viewers, a Python mapping tool that turned weeks of manual work into 30 minutes, and an AI intake system that estimates timelines and flags scope conflicts.
- Built a Three.js digital twin of the Unitree G1 robot driven by real-time conversational AI, and a Unity tool that let marketers generate photorealistic Hunter Douglas product images and video without a 3D artist.
- Translated complex systems into motion and video for AWS, Nasdaq, Humana, Autodesk, Regeneron, J&J, and AstraZeneca. Wrote creative briefs, SOWs, and RFP responses and worked directly with client stakeholders.
- Selected freelance specialists, negotiated rates, and supervised their work, replacing an expensive incumbent production vendor at substantially lower cost.

Horizon Media
Mar 2020 - Oct 2022

Multimedia Artist / Motion Designer & Video Producer — *New York, NY*

- Created bespoke motion and animated presentation systems for new-business pitches, including the winning Hershey's pursuit; creative work supported about $32M in successful pursuits.
- Produced campaign, social, and experiential content for Samsung, Honda, MLS, NBC, and Burger King across distinct brand systems. Managed freelance editors, VO talent, and budgets of $10K-$100K.
- Built 3D previsualization, layouts, and technical plans for experiential activations, and coordinated with vendors and production partners on installations.

Marathon Digital
Feb 2019 - Dec 2019

Animator & Video Producer — *New York, NY*

- Delivered 1,000+ pieces across 8+ concurrent Broadway accounts (Hamilton, Hadestown), often same-day, and built a reusable motion template library that sped up high-volume production while keeping each brand consistent.
- Supervised local crews of three to four on larger shoots and served as technical lead for Hadestown's 2019 Tony Awards coverage, designing the capture and streaming setup.

SuperRad
May 2017 - Present

Independent Designer, Animator, Developer & Creative Technologist — *Remote / NYC Metro*

- Directed and produced an Adult Swim Lazor Wulf network ID for Titmouse in about three weeks; creative lead on a Netflix series pitch; lead 3D animator on Game of Thrones x Johnnie Walker, coordinating four to seven specialists.
- Pre-production supervisor and AD on Instagram's 14-part "Shop With Your Heart" campaign (40+ crew). Built Three.js product configurators plus an automated render script producing hundreds of marketing variations.

SKILLS

Creative Direction: Art direction, brand identity and guidelines, campaign concepting, storyboarding, pitch and presentation design, creative briefs, SOWs and RFPs, contractor management

AI & Automation: OpenAI APIs (vision, real-time), ComfyUI, Midjourney, Runway, Sora, Veo, Gemini, prompt design, Python automation

Production & Design: After Effects, Premiere Pro, DaVinci Resolve, Cinema 4D, Maya, Blender, Houdini, Redshift, Unreal, Unity, Figma, Photoshop, Illustrator, Three.js, React

EDUCATION

Pratt Institute - BFA, Digital Arts & Animation | GPA 3.87, Magna Cum Laude — 2014 - 2018 | Brooklyn, NY