



DEREK CUNEO

MOTION DESIGNER & CREATIVE DIRECTOR

CONTACT



www.derekcuneo.com



(978)590-1660



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EDUCATION

Boston University — 2010 - 2011

Certificate, 3D Animation and Interactive Design

UMass Amherst — 2004 - 2008

B.A., Communications; Education; Film Studies

CREATIVE LEADERSHIP & STRATEGY

- Creative & Art Direction
- Campaign Development
- Brand Systems & Visual Identity
- Cross-functional Collaboration
- Photo & Video Shoot Direction
- Storytelling & Content Strategy
- Data-Informed Design & Creative
- Mentorship & Team Leadership

CREATIVE TOOLKIT

- **ANIMATION & MOTION -**
After Effects, Animator, Maya, Cinema4D
- **VIDEO & AUDIO EDITING -**
Premiere Pro, Audition, Frame.io
- **DESIGN & ILLUSTRATION -**
Illustrator, Photoshop, Figma, Substance Painter
- **PROJECT MANAGEMENT -**
Workfront, Monday.com, Notion
- **AI & EMERGING TECH -**
ChatGPT, Adobe Firefly & Sensei, Sora, Google Gemini

PROFILE

Creative leader, art director, and digital animator with 15+ years of experience shaping brand identity and delivering campaigns that drive measurable growth. I combine strategy, design, storytelling, and motion to build scalable systems and compelling narratives. Experienced in guiding teams, mentoring talent, and directing cross-functional creative that resonates across platforms and drives results.

WORK EXPERIENCE

Lumen Technologies

2020 - PRESENT

Senior Motion Designer & Creative Lead

- Directed content strategy and execution for 585+ social assets (225+ animated), maintaining a 4+/week cadence across campaigns.
- Aligned with brand, product, and paid media stakeholders on campaign priorities and frameworks, and directed design and copy teams to deliver consistent, on-brand creative.
- Led creative development on Quantum Fiber's top-performing campaigns, driving 130M+ video views, 1.8B impressions, and record engagement growth (370% on Instagram, 40× LinkedIn benchmark).

Cuneo Creative Works LLC

2011 - PRESENT

Creative Director/Founder

- Partnered with clients on developing 1,000+ animated and video assets for global brands, including large-scale ads displayed in arenas, stadiums, and casinos with 10K-50K+ daily foot traffic.
- Directed end-to-end creative on social, event, and broadcast campaigns, helping clients drive 50M+ impressions, 10M+ views, and average engagement gains of 3-5× over brand benchmarks.
- Provided visual strategy and consulting to marketing teams, agencies, and founders, delivering bold, scroll-stopping creative under tight deadlines across 25+ major campaigns.

Pixels & Polygons; Boston University; Rocky Mountain College of Art & Design, UMass Boston

2011 - PRESENT

Adjunct Lecturer & Instructor of Animation & Motion Design

Senior Motion Graphics Designer

2018 - 2020

SANS Cybersecurity Institute

Senior Visual Designer & Video Editor

2013 - 2018

Triumvirate Environmental

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SEAHAWKS

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