




# DEREK CUNEO

MOTION DESIGNER & CREATIVE DIRECTOR

## CONTACT

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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 leading and 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 → AT&T (Acquisition Transition)** 2020 - PRESENT  
Senior Motion Designer & Creative Lead
  - Directed content strategy and execution for 600+ social assets (240+ animated), maintaining a 4+/week cadence across campaigns.
  - Led top-performing Quantum Fiber campaigns generating 130M+ video views, 1.8B impressions, and 370% Instagram growth.
  - Aligned brand, product, and paid media teams on campaign strategy, building scalable creative frameworks and consistent motion systems
  - Retained through acquisition of Quantum Fiber business by AT&T, continuing in a creative leadership role across brand and product.
  - Helping unify creative direction, workflows, and motion systems across teams during transition into AT&T's broader ecosystem.
- **Cuneo Creative Works LLC** 2011 - PRESENT  
Creative Director/Founder
  - Delivered 1,000+ animated and video assets for global brands, including large-scale installations in arenas, stadiums, and casinos.
  - Directed end-to-end creative across social, event, and broadcast campaigns, driving 50M+ impressions and 3-5x engagement gains.
  - Provided creative strategy and consulting to marketing teams, agencies, and founders across 25+ 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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