

Casey McClain

MOTION | 3D | VFX | GEN AI

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BIO

My expertise in motion graphics, 3D animation, compositing, and VFX comes from a decades long passion for this industry and it's infinite facets. The time and dedication spent in Los Angeles provides me paths to it's ever-expanding creative venues. It's thanks to this that I have gained unique creative experience and skills in experiential visual content, commercial product animation, broadcast, titles, corporate product demo/explainers as well as years dedicated to VFX, a skill-set that comes in handy literally everywhere in this creative industry. These combined provide unique perspective to creative problems and ideas on projects as well as the chops and industry experience to back it up.

SOFTWARE

2D/3D: Cinema 4D, Redshift, Octane, X-Particles, After Effects, Photoshop, Illustrator, Premiere, Mocha Pro, Fusion 360

Gen AI: Comfy UI, AnimateDiff, Stable Diffusion

OS: Windows, OSX, Linux

EXPERIENCE

Ideal Living

Freelance Art Director, 3D Designer, VFX Designer

04/2025-09/2025

VFX, compositing, 3D/motion design for various product shots and promos, showcasing innovative features through creative story-telling for their AquaTru and AirDoctor line of products

Incorporating their products in real-world scenarios through photoreal VFX and compositing

Capital Brands, LLC

Freelance Art Director, Senior Motion Graphics Designer, 3D Designer

03/2024 – 11/2024

3D/motion design for product shots and promos for their lead brand, Nutribullet

Improved digital product shot look, style, animation, cinematic feel across multiple projects

VFX, compositing for live-action product replacement

Beachbody

Art Director, Senior Motion Graphics Designer, VFX Designer

03/2013 – 03/2024

Transformed the brand's style, look/feel across a multitude of their lifestyle products, driving digital sales and success forward. Unique, trend-setting design/motion packages were meticulously created across their product line for multiple ad campaigns, the most successful being P90X, 21 Day Fix, Piyo, Liift 4, Liift More, 80 Day Obsession

Platforms included broadcast, commercial/direct response, product shot, digital, paid social/OLA, live visuals, long form, short form spots

Worked with SVP, senior exec producers and editors throughout the process of each campaign

Led and mentored motion design teams

Havas Edge

Freelance Lead Motion Graphics Designer

12/2012 – 06/2013

Broadcast, paid social/OLA, long/short form spots, direct response design/animation advertising packages for their various clients including Lifelock and Draft Kings

Lion VFX

Freelance Lead VFX Artist

10/2010 – 12/2012

Compositing, fluid dynamics, particle effects, match-move, rotoscoping for episodic and feature films

Projects: Torchwood season 1-2, Homeland season 4, Quarantine 2, Judy Moody

Possible Productions

Freelance Lead Motion Graphics Artist, 3D Artist

08/2010 – 04/2012

Motion graphics and 3D animation for live concert tour visuals

Clients included Jay-Z, Eminem, MTV VMAs, Deadmau5

Created unique, immersive content for the stage on multiple large format projection and LED wall layouts for various venues and arenas

Mousetrappe

Freelance Motion Graphics Artist

05/2009 – 04/2013

Theme park visuals for Universal Studios, Florida

3D hologram mirror-projection visuals for the Wynn Hotel, Las Vegas

EDUCATION

Savannah College of Art and Design – BFA – Computer Animation