

SAM.

MOTION & VFX DIRECTOR

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PROFILE

I work across motion, VFX and CG for commercials, brand work and social content. I'm usually involved early, helping work out the look, tone and the best way to make the idea happen.

From there I stay close to the work, shaping animatics, supervising VFX and CG, collaborating with artists, clients and production, and getting hands-on in comp and motion when it's useful.

I like small, capable teams and practical workflows. I'm also building artist-facing tools and AI-assisted systems where they genuinely make production faster or easier without taking the craft out of the process.

MOTION & VFX DIRECTION / VFX SUPERVISION / COMPOSITING / 2D / 3D / CLIENT & PRODUCTION

01 / EXPERIENCE

HEAD OF MOTION & VFX Brave Spark → M3 Labs / MSQ Global Studios 2017–present
JUNIOR VFX DESIGNER / MAY 2017–APR 2018 VISUAL EFFECTS ARTIST / MOTION DESIGNER / MAY 2018–APR 2022 HEAD OF MOTION & VFX / MAY 2022–PRESENT

Led motion and VFX across commercials, brand work and social content, shaping the approach early with creatives, directors, producers and clients, then supervising VFX and directing motion and CG through shoot, post and delivery. I also scoped and bid work, planned resource and stayed close to the craft throughout.

I ran a small core team, which is why I stayed hands-on in compositing and motion alongside leading the work. On larger projects I led teams of up to 10 across internal staff, freelancers and third-party vendors. I was also the main point of contact for motion, VFX and CG across six MSQ agencies, including The Gate, Elmwood, Smarts and Stein, from pitch through to delivery.

SELECTED CLIENTS: VERY / VIRGIN / CHILTERN RAILWAYS / SHELL / GIGACLEAR / TOMMY HILFIGER / PLAN INTERNATIONAL

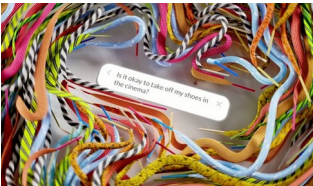
FOUNDER | VFX SUPERVISOR Convex Studio 2024–present

Founded Convex as a small specialist CG and VFX studio built around a tight core team and a trusted network of artists. We take on smaller, visually ambitious projects and build the production approach around what each job actually needs.

I lead the VFX approach, client conversations and delivery, bringing in specialist artists where needed while staying hands-on in compositing and finishing. The studio is deliberately bespoke rather than volume-driven.

SELECTED CLIENTS: GOOGLE / NO7 / DISNEY x MEDICINEMA / ONEPLUS / FIAT

02 / SELECTED WORK



GOOGLE — AI SEARCH
MOTION & VFX DIRECTION
Owned end to end through Convex, shaping the visual language, animation and final delivery.



GIGACLEAR — THE GIGANAUT
VFX SUPERVISION
Two TVCs led from early planning and shoot supervision through CG/VFX post; also Lead Compositor.



FIAT — PANDASTIC
MOTION & VFX DIRECTION
Turned a loose brief into a clear visual system, from concept imagery and art direction through delivery.



DISNEY x MEDICINEMA
VFX SUPERVISION
Two live-action shorts supervised from pre-production through delivery; also Lead Compositor. Clio Bronze.

03 / TOOLS / WORKFLOWS

AFTER EFFECTS · CINEMA 4D · CAVALRY

Hands-on across compositing, motion, previs and finishing, with experience working across wider CG/VFX pipelines and specialist teams.

I build practical tools and workflows around production, including AI-assisted and local systems for reference, previs and image/video development.

04 / EDUCATION

BA (Hons) Film Production

University of Gloucestershire