

# HAI TRONG HO

**Motion Director · Senior Motion Designer · 3D Artist & Composer**

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Motion Director and 3D Artist with over 20 years of experience turning complex ideas into compelling visuals across broadcast commercials, theatrical title sequences, print campaigns, and mixed reality real time experiences. Delivered more than 100+ commercials and titles for brands including Apple, Norton Warner Bros., Nike, ESPN, T-Mobile, Ubisoft, and Adobe.

Equally comfortable directing creative and solving production challenges. Designed and managed studio pipelines that kept Fortune 500 projects on schedule and within budget. Known for adapting quickly to new tools, teams, and technologies, whether that means learning a new render engine or stepping into a real time Unreal workflow during an active project.

Deep expertise across the full 3D pipeline, including modeling, rigging, animation, rendering, compositing, and final delivery for both digital and print media. Fluent in Cinema 4D, Maya, Unreal, Unity, Redshift, Octane, and the full Adobe Suite.

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## PROFESSIONAL EXPERIENCE

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| <b>Digital Artist - Real Time</b>   Infotree Global Solutions (Remote)   | Jul 2024 – Sep 2025 |
| <ul style="list-style-type: none"><li>Delivered two real-time and mixed-reality experiences for Marcom Apple, integrating Maya and proprietary pipelines with interactive web deployment.</li><li>Bridged creative direction and engineering, translating motion concepts into real-time interactive experiences shipped to live audiences.</li></ul>  |                     |
| <b>Freelance 3D Animator/ Generalist</b>   Elastic (Santa Monica, CA – Remote)   | Nov 2024 – Feb 2026 |
| <ul style="list-style-type: none"><li>Animated, rendered, and composited 2 spots for broadcast commercials and a re-release of The Matrix film for Cosm theatres.</li><li>Executed concurrent deliverables in tight collaboration with international creative teams across the US and Europe.</li></ul>  |                     |
| <b>Motion Director/ Infrastructure</b>   Adcetera (Houston, TX)  | Nov 2012 – Oct 2023 |
| <ul style="list-style-type: none"><li>Anchored the animation department for 11 years, producing 100+ motion projects for Fortune 500 clients including Halliburton, KBR, HPE, and HP across broadcast, digital, and experiential channels.</li><li>Architected and owned the studio production pipeline, cutting revision cycles by 25% and enabling the team to scale output.</li><li>Drove animation strategy on multi-platform campaigns requiring simultaneous delivery across TV, digital, and event formats.</li></ul> |                     |
| <b>Motion Designer/ Animator/ Generalist</b>   Brand New School (Santa Monica, CA)   | Aug 2004 – Aug 2022 |
| <ul style="list-style-type: none"><li>Produced high-end motion graphics for Nike, ESPN, and T-Mobile campaigns across 22+ broadcast spots reaching audiences in the tens of millions.</li><li>Collaborated directly with award-winning creative directors to match exacting visual standards on fast-turnaround broadcast deliverables.</li></ul>  |                     |
| <b>Freelance Motion Animator/ Generalist</b>   Archetype (Toluca Lake, CA)   | Oct 2019 – Jul 2022 |
| <ul style="list-style-type: none"><li>Consulted with clients from brief to final delivery, producing broadcast-ready commercial spots with minimal revision cycles.</li><li>Built reusable animation template systems that cut production time on repeat client campaigns.</li></ul>   |                     |
| <b>Freelance Motion Animator/ Generalist</b>   Pic Agency (Hollywood, CA)  | Dec 2006 – Jan 2017 |
| <ul style="list-style-type: none"><li>Created title animation sequences for Ghost Rider and The Final Destination film releases.</li><li>Delivered title packages on Hollywood theatrical timelines, collaborating across production, VFX, and editorial departments.</li></ul>  |                     |
| <b>Freelance Motion Animator/ Generalist</b>   Prologue Films (Venice, CA)   | Apr 2011 – Jul 2013 |
| <ul style="list-style-type: none"><li>Animated title sequences for theatrical film releases under one of the industry's most respected motion design studios.</li><li>Produced series of animations for Bellator MMA series and contributed to the FIFA World Cup broadcast motion package.</li></ul>  |                     |

## SELECT CLIENTS

Warner Bros. · Nike · ESPN · T-Mobile · Adobe · Ubisoft · Toyota · Honda · American Express · SYFY · HP · HPE · Halliburton · KBR · Norton · Dove · Nurofen · Blackberry · TJ Maxx · Pontiac · Yoplait · Time Warner

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## SKILLS & SOFTWARE

**3D & Animation:** Maxon Cinema 4D · Autodesk Maya · Autodesk 3ds Max · Realflow

**Real-Time:** Unreal Engine · Unity · WebGL

**Rendering:** Maxon Redshift · Otoy Octane · Chaos V-Ray · Autodesk Arnold

**Compositing:** Adobe After Effects · Foundry Nuke

**Texturing / FX:** Adobe Substance Designer · Adobe Photoshop

**Strengths:** Pipeline development · Motion direction · Client consulting · Mixed-reality / XR

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## EDUCATION

**Bachelor of Fine Arts in Digital Media** — Otis College of Art + Design