



William J Crook

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WILLIAM CROOK

animator • compositor • designer

PROFILE

I am an animator with a broad range of experience who wants to sharpen my skills and make things that inspire the people around me.

Over 7 years I have worked professionally as a motion designer, character animator, compositor, producer, and teacher.

To my work I bring a strong knowledge of the principles of animation, awareness of the practical side of production, and an aspiration to make the best out of every project I work on.

Diverse achievements include being shortlisted for the British Animation Awards, developing new projects at Cartoon Network, working for several major London studios, establishing a small collective of animators and illustrators who took on all aspects of projects from large clients, becoming sole in-house animator for a leading advertising agency, and starting a family while freelancing.

SKILLS

AfterEffects	Advanced
Photoshop	Advanced
Media Encoder/Compressor	Advanced
Cinema 4D (modelling / animating)	Intermediate
Flash/Hand-drawn	Intermediate
Stop Motion / Dragonframe	Intermediate
Final Cut Pro	Intermediate
Soundtrack Pro	Intermediate
Cinema 4D (texture / rig / lighting)	Basic
Illustrator	Basic
English	Mother tongue
German (writing/speaking)	Intermediate

EXPERIENCE

2010-2012 Lead Motion Designer at Jung von Matt/Limmat, Zürich.

While at the agency I was responsible for all animated projects made in-house. Clients include Mercedes Benz, Swisscom, Smart, Graubünden Tourism, Migros, Helsana and NZZ. For pitches and outsourced projects I worked as animation consultant. This was a new position at the agency, and I was given a lot of flexibility to develop my own role and adapt their workflow to work with an in-house animator;

TEACHING

- Sept 2012-now **Head of Animation, Zurich University of the Arts, CAST / Audio Visual Communication**
- May 2012 **Introductory lessons to Aftereffects, Jung von Matt/Limmat. Zürich.**
Weekly lessons given to a group of Art Directors and Graphic Designers at the agency.
- April 2012 **Visiting Lecturer, CAST Audiovisual Studies, Zürich University of the Arts,**
An intermediate course in After Effects, supporting 12 students over a two week project, "Animated Infographics".
- Summer 2009 **Stop Motion Workshop for 7-11 year olds, British Museum, London**
I ran a monthly workshop for young children, teaching the principles of stop motion animation using a life-size puppet of an Egyptian Mummy. Developed with the British Museum.

FREELANCE COMMISSIONS

Notable projects highlighted.

ROLE	CLIENT	INFO
Animation, Compositing.	Mercedes Benz, JvM, Zürich	Short film for social media
Animation, Compositing.	Orell Füssli, Publicis, Zürich	Casefilm
Animation	Coop, Havas Worldwide, Zürich	Pitch material
Design, Animation, Compositing.	Sennheiser, Hinderling Volkart, Zürich	Internal marketing film
Design, Animation, Compositing.	Autoricardo, JvM, Zürich	Bumpers for TV
Animation, Compositing.	Mercedes Benz, JvM, Zürich	Short film for social media
Concept, Animation, Sound-design.	Swisscom, Hinderling Volkart, Zürich	Two short films for Swisscom
Animation	Pilatus Aircraft, Zürich	Logo animation
Design, Animation, Compositing.	University of the Arts Zürich	Phenakistoscope, for online and print
Animation.	Eichhof, Jung von Matt, Zürich	
Animation.	Smart, Jung von Matt Zurich	Autumn facebook special post anim.
Compositing.	Mercedes Benz, Jung von Matt, Zürich	20000 fans, facebook special post anim.
Animation.	Gut Films, Zurich	EU research project animations.
Design, Animation, Compositing.	Manor, Publicis Communications, Zurich	P.O.S. display animations.
Animation, Compositing.	Mercedes Benz, Jung von Matt, Zürich	1. August facebook special post
Animation.	JWT/Fabrikant, Zürich	Casefilm for Maurice Lacroix
Animation, Sound-design.	Gents Tonic Water Zürich.	Looping logo animation.
Concept, Design, Animation.	Hessegreutert, Zürich.	Inserts for feature film.
Animation, Sound-design.	Smart, Zürich.	World Cup facebook special post anim
Concept, Design, Animation.	Migros, Jung von Matt, Zürich	Idents for TV migros-sponsored TV show.
Design, Animation, Compositing.	Graubünden, Jung von Matt, Zürich	Music video, "Bündner polonaise."
Design, Animation.	GAP clothing, Shellac, New York.	Titles for summer reel.
Animation.	Vogele, Jung von Matt, Zürich.	Online ad campaign.
Concept, Animation.	Notch Interactive, Zürich	Logo animation.
Storyboard, Edit, Animation.	Cartoon Network, London.	Pilot episode, "Elliot's Zoo".
Character Animation.	Sony Ericsson, Ustwo, London.	Mobile content, "Serge + Eno".
Concept, Compositing.	Channel 4, Treat Studios, London.	TV spot, "Slackers Club II".
Compositing.	Coke, Nexus Productions, London.	TV spot, "Swelter Stoppers".
Concept, Design, Animation.	Playshapers, Quince Films, London	Charity promo.
Compositing.	Channel 4, Sherbet, London.	TV doc, "Septimus Severus".
Concept, Design.	Unaired Pilots, Treat Studios, London	Print design for zine "Triangluar".
Animation, Compositing.	Nexus Productions, London	Comedy web spot, "Finger Theatre".
Compositing.	Comberry, Shanghai.	Pilot episode, "Santaman".

Animation.	Youngminds, London	Charity promo.
Compositing.	Bat For Lashes, Treat Studios, London.	Visuals for live tour.
Compositing.	Spring69, London.	Music video for Basement Jaxx.
Animation.	Jason Bruges, London.	Visualizations for pitch.
Compositing.	The Decemberists, Hornet, New York.	Visuals for live tour.
Concept, Animation, Compositing.	Charity Challenge, London	Charity promo.
Compositing.	Channel 4, Treat Studios, London	TV spot, "Slackers Club".
Compositing.	Universal Music, London.	Mini documentary on ABBA.
Concept, Animation, Compositing.	Youngminds, London	Charity promo.
Concept, Design, Animation.	London Sinfonietta.	Art dir. for 40th birthday event.
Concept, Animation, Compositing.	UK Border Patrol, Brando, London	Informational film "Student VISAs".
Concept, Design, Animation.	Hoot Comedy, London	Informational film "Slim Habit".
Animation, Compositing.	Nexus Productions, London	Web spot, "Internews".

GROUP EXHIBITIONS

Etsy Space, Berlin, 2010 - "Treat Studios" Collaborative projection on sculpture.
Museum of Contemporary Art, Shanghai, 2009 - "Jam", interactive stop motion installation.
Island Shack, Shanghai, 2009 - "The Golden Room" looping video installation.
Treat Studio Space, London, 2008 - "Jamwall", interactive stop motion installation
The Royal Festival Hall, London, 2008 - "The Buildings are Alive", Visuals for the London Sinfonietta

SHORT FILMS

No Lobe Unprobed, 2'00, 2008.
Dance of Death, 2'00, 2007. Shortlisted for the British Animation Awards, Best Student Film.

EDUCATION

B/A Animation and Illustration (pass with distinction) from Kingston University
Foundation Studies in Art and Design (pass with merit) from Chelsea Institute of Art and Design.
A-levels in Math, Computer Science, Fine Art and Graphic Design from CTK Sixthform College, Lewisham

OTHER INTERESTS

Drawing • Storytelling • Film festivals • Programming • Interaction design • Live visuals • Computer games