

# LAUREN GRAMPREY

ANIMATION DIRECTOR 📍 NEW YORK CITY 📞 (917) 496-0807

## ◦ DETAILS ◦

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## ◦ LINKS ◦

[LinkedIn](#)  
[Portfolio](#)

## ◦ SKILLS ◦

Leadership  
Team Management  
Communication Skills  
Adaptability  
Problem Solving  
Innovation  
Creative Thinking  
Budgeting  
Scheduling  
Art Direction  
Illustration  
Pre-Production  
Storyboarding  
Animation Direction  
Animation  
Website Management  
Adobe Creative Suite  
Asana  
Autodesk Shotgrid  
Microsoft Office  
Google Suite

## 👤 PROFILE

Award-Winning Animation Director with over 20 years in the industry, equipped with a diverse background in Agency and Television Production roles. Proficient in managing teams and overseeing the development of original IP and bespoke brand campaigns. Detail-oriented and creative thinker with strong communication and organizational abilities, including budgeting, scheduling, and problem solving within fast-paced environments. Proven track record of delivering innovative and successful projects for major clients such as Disney, Coca-Cola, and HBO.

## 📁 EMPLOYMENT HISTORY

### **FREELANCE ANIMATION DIRECTOR at FLINT & STEEL, New York**

June 2023 — Present

Collaborated with Creative Directors and production staff to develop animated content for digital marketing and social media platforms. Created animations for popular brands such as Nickelodeon's Garfield and Bazooka Candy Brands. Participated in live action shoots which were later seamlessly integrated with bespoke animations.

- Directed, designed, animated, sound designed, and composited content for diverse distribution channels.
- Ensured brand and campaign consistency by closely collaborating with senior creatives.

### **VP OF ANIMATION PRODUCTION | SR. ANIMATION DIRECTOR at HOLLER STUDIOS, New York**

June 2019 — May 2023

Led and supervised team of multidisciplinary artists in the creation of original animated content, such as shorts, series, stickers, and GIFs for renowned platforms. Spearheaded the creation of innovative IP, ensuring top-notch quality, uniqueness, and audience engagement. Worked directly with high-profile clients ensuring seamless execution and delivery of campaigns.

- Worked alongside Sales and Customer Success teams to develop and deliver tailored, successful brand campaigns for major corporate clients.
- Collaborated closely with the EVP, Head of Studio to manage staff, establish production pipelines, craft client proposals, and provide leadership and training to the team.
- Hired as Animation Director, promoted to Senior Animation Director, and ultimately elevated to VP of Animation Production, reflecting proven track record of leadership, innovation, and successful project management.
- Built and managed the company website and supported in the setup and maintenance of the e-mail newsletter, enhancing online brand presence and communication channels.
- Engaged directly with prominent clients like McDonald's, Coca-Cola, Disney, and others, ensuring seamless execution and delivery of campaigns that met or exceeded expectations.
- Winner of 2021 Shorty Awards for Best Use of GIFS category, celebrating the launch of HBO Max with their "Week of So Much More" campaign.

## **STORYBOARD REVISION | STORYBOARD ARTIST | 2D ANIMATOR at NICKELODEON, New York**

January 2015 — June 2019

Assisted in pre-production design tasks to develop visual concepts and establish the artistic direction. Created initial storyboards for Nick Jr.'s "Blaze and the Monster Machines". Executed storyboard revisions, enhancing visual storytelling and ensuring consistency in style and narrative flow.

- Created 2D Animations as part of the pre-vis and boarding process to design bespoke segments unique to the show prior to animation hand-off.
- Collaborated with Storyboard Supervisor to distribute tasks effectively and guarantee timely project delivery.
- Produced engaging 2D animations for the Nick Jr. preschool series, bringing characters and scenes to life.

## **ART DIRECTOR | ILLUSTRATOR | STORYBOARD ARTIST at Grey Advertising, New York**

February 2014 — December 2018

Designed and executed illustrations, storyboards, and animatics for various marketing materials including digital and TVCs. Applied creative direction to deliver engaging and effective visual storytelling. Collaborated with teams to ensure visual consistency and brand alignment.

- Led the creation of storyboards and animatics for toy commercials for Hasbro accounts.
- Produced key visuals for diverse brands like Star Wars, Transformers, Marvel Superheroes, and Disney Princesses.
- Successfully managed multiple projects under tight deadlines.
- Adapted art styles to match the tone and brand guidelines of each specific project.
- Utilized industry-standard software and tools to enhance visual storytelling.
- Received positive feedback from clients for delivering high-quality artwork and visuals.

## **STORYBOARD ARTIST at Saatchi & Saatchi, New York**

January 2011 — January 2014

Collaborated with directors and producers to realize their vision. Refined and finalized storyboards based on feedback, direction, and consumer testing.

- Created testing boards, agency boards, and animatics for General Mills accounts, such as Trix, Honey Nut Cheerios, GoGurt, Lucky Charms, and other brands.
- Acted as Clean-Up Animator on certain 2D GoGurt TVC spots.



## **EDUCATION**

**BFA in Animation, School of Visual Arts, New York**