

LAUREN GRAMPREY

PEOPLE MANAGER & ANIMATION DIRECTOR

NEW YORK CITY

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CONTACT INFO

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LINKS

[LinkedIn](#)

[Portfolio](#)

SKILLS

People Management

Artist Management

Project Management

Scheduling

Budgeting

Communication Skills

Interpersonal Skills

Creative Thinking

Innovation

Adaptability

Problem Solving

IP Development

Art Direction

Creative Direction

Web Design & Management

Social Media Management

Animation Direction

Animation

Illustration

Storyboards

Adobe Creative Suite

Microsoft Office / Google Suite

Asana / Autodesk Shotgrid

PROFILE

Award-Winning People Manager and Animation Director with over 20 years in the industry, equipped with a diverse background in Agency and Television Production roles. Proficient in managing teams, 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 PACKAGING ARTIST at KILLS BORO BREWING, Staten Island, NY

December 2023 — Present

- Collaborate with owners and social media managers to produce a unique look and identity to the brewery's Lager Series while ensuring brand recognition and cohesion.
- Design and illustrate eye-catching labels for specialty brews.
- Created bespoke branding, IP, and merch for the 2024 "Kills Boro Pizza Party"; a massive full-day event featuring local pizzerias and breweries from the New York and New Jersey and supporting the Snug Harbor Cultural Center.

FREELANCE ANIMATION DIRECTOR @FLINT & STEEL, New York, NY

June 2023 — Present

Collaborate with Creative Directors and Production staff to develop animated content for digital marketing and social media platforms. Work with iconic IP and brands, such as Nickelodeon's Garfield and Bazooka Candy Brands to create engaging social posts and ads. Participate in live action shoots for seamless integration with bespoke animations.

- Direct, design, animate, sound design, and composite content for diverse distribution channels.
- Ensure brand and campaign consistency by closely collaborating with senior creatives.
- Re-format and render all creative in various aspect ratios and formats for use on all digital and social media outlets, including Tik Tok, Instagram Reels and Posts, Meta, and YouTube.

VP OF ANIMATION PRODUCTION | SR. ANIMATION DIRECTOR @HOLLER STUDIOS,

New York, NY / Remote

June 2019 — May 2023

Led, trained, and managed a team of multidisciplinary artists in the creation of original animated content, such as shorts, series, stickers, and GIFs for renowned platforms. Spearheaded the development of innovative IP, ensuring top quality, uniqueness, and audience engagement. Worked directly with high-profile clients, such as McDonald's, Disney, Molson Coors, and Coca-Cola, 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.

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- 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, social media, and communication channels.
- 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 ARTIST | ANIMATOR @NICKELODEON, New York, 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 @GREY ADVERTISING, New York, 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, 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**

SCHOOL OF VISUAL ARTS, New York, New York

2002-2006

BFA in Traditional Animation, Dean's List graduate

Studied all facets of animation, including writing, character design, storyboarding, sound design, acting, digital compositing, editing, and animation.