



Dylan Wilbur

MOTION DESIGNER · CREATIVE DIRECTOR

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Motion designer with 14 years of craft and *systematic thinking*. On nearly every project I build the foundational animation, the rig and the language, that a team then learns, scales, and carries for years. A director by title, hands-on by practice.

CORE EXPERTISE

Motion design systems

Hands-on craft

Brand & product
storytelling

Mentorship & teaching

Cross-functional
partnership

Production & process

TOOLS

After Effects · Cinema 4D

Premiere · Audition

Illustrator · Photoshop

Figma · Rive · Lottie

Claude

SELECTED CLIENTS

Adobe · Google · Nike

Deloitte (Olympics)

T-Mobile · Twitter

Scala.ai · Sentric

EDUCATION

University of Wisconsin –
Madison

B.A. Communication Arts ·

Radio, TV & Film · 2009–

2011

EXPERIENCE

Goodthings | Associate Creative Director

JANUARY 2023 – PRESENT · REMOTE · PORTLAND · MINNEAPOLIS

- Hands-on motion lead and creative director across brand, video, and web for **Deloitte, Scala.ai, Sentric, and Carbitex**. Deliver 2–3 concurrent projects on schedule and in scope, spanning product launches, marketing campaigns, and retainer work.
- Shipped **30+ major videos** in three years while sustaining five long-term retainer accounts. Repeat clients return, including one across ten engagements spanning both studios.
- Owned **Scala.ai's launch from stealth** end to end (strategy, identity, web, film): built the foundational rigs and texture system the team scaled across the brand.
- Created cinematic 3D for **Deloitte's Olympic booth experience** (Milano Cortina 2026): look development, hero scenes, and the text systems holding film and game to one universe.
- Define the studio's motion languages, guidelines, and processes, and hold the quality bar: every piece that ships runs through my approval, as primary client contact in high-stakes reviews, while mentoring junior talent.

Pixel Fort | Co-Owner, Senior Motion Designer

MAY 2016 – DECEMBER 2022 · PORTLAND, OR

- Co-founded a boutique studio; creative direction, scope, and delivery of **150+ motion projects**, primarily product launches and campaigns, for Nike, Adobe, Google, Twitter, Katerra, and more.
- Built and sustained **Adobe's in-app tutorial motion language** across a six-year engagement: 65+ unique animations teaching Illustrator and InDesign features, one system absorbing every annual release.
- Directed motion on gamified training series for **Google** facilities, building the foundational effects and title systems the team extrapolated across the series.

Freelance Motion Designer & Editor | Independent

2012 – 2016 · PORTLAND, OR

- One-person studio for agencies (Watson Creative, Square 1) and brands (Red Bull): motion design, editing, and on-set production work, including a three-month embedded film production in Hawaii.