

Dan McNamara

Senior Motion Designer | VFX Compositor

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Professional Summary

Senior motion designer and VFX artist specializing in animation, Photoshop and After Effects compositing, and AI-assisted image and video production. Creates show graphics, cover artwork, and finished video for Complex and First We Feast, with hands-on art direction and production from storyboards through final delivery. Additional experience spans retail product education and animated storyboards for advertising.

Professional Experience

First We Feast | Art Director / Motion Designer (Freelance)

2025 - Present

- Created the graphics package and board-game design for Hot Ones: Game Night, providing creative direction, art direction, design, and motion graphics for the series launched in fall 2026.
- Art-directed, designed, and animated all graphics for Wing Pong and Slice Joint, including logos, logo animations, and additional on-screen graphics.

Complex | Senior Motion Graphics & VFX Artist

June 2016 - Present

- Partnered with designers to create motion graphics packages for 50+ original series, including Hot Ones and Sneaker Shopping, bringing artwork to life through logo animation and 2D and 3D animation.
- Led visual production for the celebrity interview series 24 Hours to Live, owning storyboarding, AI image and video generation, VFX, editing, sound design, thumbnail design, and final delivery.
- Created cover mockups, final cover artwork, and supporting videos using AI-generated imagery, Photoshop editing and compositing, and motion design.
- Created VFX shots and performed visual cleanup for editorial, branded, and social video, integrating footage and graphic elements through After Effects and Photoshop compositing.
- Designed virtual environments and backdrops for XR productions, adapting artwork and compositions for wide-format screens.
- Served as a senior advisor to the design team on emerging techniques and innovations in AI image and video generation, guiding colleagues on tools and creative applications.
- Developed covers, previsualizations, set designs, and other video work with direct input from Complex founder Marc Ecko.

Ralph Lauren | Motion Designer / Director of Internal Video

2010 - 2016

- Managed and created 20+ product knowledge videos per season for major retail brands, overseeing production from designer interviews and showroom filming through final delivery.
- Interviewed designers about each season's collections, filmed showrooms, edited interviews with collection footage, recorded my own narration, and participated in audio mixing sessions.
- Interviewed company founder Ralph Lauren and reviewed videos with him on multiple occasions, incorporating his feedback into subsequent edits.
- Managed freelance editors and artists, finalized translations, and coordinated worldwide DVD distribution.

The Onion | Animator / Editor, Onion News Network: Future News

2008 - 2009

- Produced and adapted VFX graphics for Future News, including widescreen format conversion; created Photoshop graphics for satirical articles and contributed graphics to the Onion SportsDome pilot.

Edit1 | Photoshop Artist / Editor / After Effects Artist

2006 - 2009

- Created animated storyboards and advertising previsualizations for major brands and advertising agencies, combining Photoshop artwork, editing, and After Effects animation.

Core Expertise and Software

Expertise: Motion design, VFX compositing, Photoshop compositing, show packaging, art direction, editorial graphics, AI-assisted video, post-production

Motion and VFX: After Effects, Photoshop, Premiere Pro, Cinema 4D, Illustrator

AI tools: ComfyUI, Kling, Krea, Flux, Runway, Qwen, Google AI Studio, Topaz

Education

School of Visual Arts | BFA, Computer Art