

Lucas Chamberlain

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Summary

Creative Director and Motion Designer with 15+ years of experience leading design, animation, and storytelling across global brands and entertainment companies. Expert in motion graphics, video editing, and 3D visualization, with proven ability to integrate typography, illustration, and visual elements into compelling narratives that elevate brand messaging. Skilled in Adobe After Effects, Premiere Pro, Illustrator, Photoshop, and 3D tools including Blender and Cinema 4D. Adept at building concepts from low-fidelity storyboards in Figma through to polished, brand-aligned deliverables. Track record of delivering cost-effective activations, scaling creative capabilities by 50%, and driving measurable business impact through innovative design, automation, and AI-enhanced workflows. Recognized for bridging creative vision with technical execution while maintaining brand integrity and engaging audiences across experiential, digital, and broadcast platforms.

Skills

Motion Graphics • 2D/3D Animation • Video Editing • Storyboarding • Figma-to-Motion Workflows • Adobe After Effects • Premiere Pro • Illustrator • Photoshop • InDesign • DaVinci Resolve • Blender • Cinema 4D • Maya • 3D Visualization • AI-Assisted Creative Tools • Brand Storytelling • Experiential & Event Design • Visual Compositing • Creative Strategy

LSC | VISUAL — Chief Creative Officer & Sole Proprietor

Greater Minneapolis-St. Paul Area • 05/2009 – Present

- Designed motion graphics and animations for global brands (Mattel, Nickelodeon, Toyota, MLB, SAP) that blended 2D/3D storytelling with brand messaging.
- Produced photorealistic 3D visualizations of branded environments, products, and experiences, integrating assets seamlessly into motion workflows.
- Delivered end-to-end creative solutions — storyboards, mockups, and final animations — ensuring projects met brand standards and audience impact.
- Developed brand identity and enterprise marketing tools, producing video + motion assets that drove measurable business results.
- Partnered with vendors to improve fabrication pipelines, leading to 25% more cost-effective activations.

OVATION — Creative Director

Minneapolis, MN • 11/2022 – 11/2023

- Directed design of live and virtual event motion graphics, keynote animations, stage design flyovers, and branded activations for B2B and tech audiences.
- Created 80% more engaging design proposals by integrating motion design, custom branding, and identity-driven storytelling into decks and RFPs.
- Enhanced agency capabilities by expanding real-time 3D event animations, Figma-to-motion workflows, and AI-driven stock art integration.
- Oversaw video editing and motion-driven storytelling that supported sales goals and elevated client presentations.

Cirque du Soleil Entertainment Group — Senior Director, Design & Creative Services

Minneapolis, MN • 12/2020 – 11/2022

- Led a creative team producing motion-driven marketing campaigns across digital and social platforms, reducing external spend by \$400k in one year.
- Developed and animated assets for paid digital campaigns, driving engagement despite a 50% leaner workforce.
- Introduced new pipelines for motion and automation, enabling faster delivery of cohesive video, animation, and social content.

VStar Entertainment Group — Senior Director, Design & Creative Services

Greater Minneapolis-St. Paul Area • 06/2018 – 12/2020

- Directed production of motion graphics and video content that increased brand visibility and output by 30%.
- Integrated 3D visualization tools into scenic and event design, improving creative accuracy by 50–60%.
- Managed video, animation, and creative workflows for TV, radio, and digital campaigns, achieving \$60–80k in annual savings.

Design Director (2018–2020)

- Implemented cutting-edge 3D and animation practices to modernize event design pipelines and streamline collaboration with artisans and fabricators.

StoneArch Creative — Video Editor / Producer

Greater Minneapolis-St. Paul Area • 06/2017 – 06/2018

- Produced and edited award-winning video and motion projects, integrating animation, music, and narrative storytelling.
- Expanded offerings to include 3D device and anatomical modeling, texturing, and rendering for medical animations and marketing assets (3M, Abbott, Teleflex).

VEE Corporation — Designer / Illustrator

Greater Minneapolis-St. Paul Area • 05/2012 – 09/2015

- Designed illustrations, character assets, and costumes for entertainment and pro sports clients, integrating graphics into motion-driven presentations.
- Supported multimedia campaigns with graphic and motion elements that enhanced brand storytelling.