luke greenwood

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ABOUT

I am a 3D artist, graphic designer, and creative technologist based in Los Angeles. From commercial to experimental, I love partnering with musicians, events, and brands to bring our vision to life. When I'm not at the computer you can find me dancing in a mosh pit, escaping to the trees, or befriending neighborhood cats.

EDUCATION

BA, Media Arts + Practice
School of Cinematic Arts
University of Southern California
2018 – 2023
GPA 4.0

AWARDS

University Trustee Award (2023)
Discovery Scholar (2023)
Edmund Maxwell Foundation Scholarship (2018 – 2023)
School of Cinematic Arts Scholarship (2019 – 2020)

SOFTWARE

After Effects (12 years), Maya, C4D with Redshift, Blender, Substance Painter, Substance Designer, TouchDesigner, Resolume Avenue, CLO 3D, Unity, Unreal Engine, DaVinci Resolve, Final Cut, Premiere, Illustrator, Photoshop, InDesign, Procreate, Logic Pro X, and Ableton Live

PROGRAMMING

Python, JavaScript (including P5.js, Three.js, Node.js and ML5.js), HTML, CSS, Java (including Processing), and C# for Unity

ADDITIONAL SKILLS

Branding, VFX Supervision, Storyboarding, Videography, Music Production (8 years), and Teaching Motion Design (5 years)

EXPERIENCE

6 years of experience across the 3D animation pipeline — including character modeling, rigging, character animation, texturing, scene assembly, lighting, VFX compositing, simulations, procedural animation, and real-time workflows.

GUESS? Inc. 3D Artist & Motion Designer │ 2023 – present

- Design and animate content for campaigns and events
- Program scripts and templates to streamline repetitive tasks, saving my team days of work each month
- Lead test projects to stay fluent with emerging tools and trends
- Additional roles as videographer, editor, colorist, VFX supervisor, compositor, AR developer, music producer, and concert VJ

Spectra Studio Intern │ 2023

- Developed a real-time audiovisual performance using TouchDesigner, Python, and Unreal Engine
- Built computers and assisted with immersive entertainment projects

Freelance Creative Director │ 2022 – present

- Collaborate with musicians and concerts to create impactful visual identities
- Create brand guides, direct team members, design marketing assets, and animate live event visuals

Freelance Illustrator and Motion Designer │ 2020 – present

- Independently design and animate explainer videos and advertisements to meet the needs of diverse clients, ranging from Aeropostale to LA Department of Social Services
- Clearly communicate with clients using styleframes and animatics

Jam City Marketing Design Intern │ Summer 2022

- Produced engaging advertisements for mobile games while teaching myself new 3D animation, live action, and VFX techniques

USC Femfest Music Festival │ 2020 – 2022

- Conceptualized and executed logos, social media posts, dynamic backgrounds, promo videos, posters, and animated thank you cards
- Promoted to creative director and led a complete rebrand in 2022

Animated Music Video Tribute to Sophie Xeon │ 2021

- Conducted extensive research and preproduction for this passion project, ensuring I authentically portrayed the artist's work
- Taught myself Blender and C4D
- Created a living memorial which now has over 80k views

The Kennan Institute, Wilson Center, Washington DC │ 2020 – 2021

- Transformed research findings into engaging explainer videos