luke greenwood
Los Angeles, CA — Seattle, WA

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ABOUT

I am a 3D artist 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.

EDUCATION

BA, Media Arts + Practice
School of Cinematic Arts
University of Southern California
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 (13 years), C4D with Redshift, Blender, Maya, Unreal Engine, Unity, grandMA2, TouchDesigner, Resolume, Substance 3D, CLO 3D, 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

7 years of experience across the 2D & 3D animation pipeline — including illustration, 3D modeling, rigging, character animation, texturing, lighting, VFX compositing, simulations, procedural animation, and real-time systems.

GUESS? Inc. Motion Designer & Video Editor │ 2023 – present
- Design and animate content for campaigns and events
- Composite CGI and motion graphics with live action footage
- VJ and Lighting Director for Guess Coachella After Parties (Anderson .Paak, Kaytranada, Metro Boomin, and Nav)
- Additional roles: videographer, editor, game developer, and musician

Freelance Creative Director │ 2022 – present
- Collaborate with musicians and concerts to create impactful visual identities
- Create brand guides, direct team members, design marketing assets
- Animate and perform live event visuals
- Program and operate stage lights

Freelance Illustrator and Motion Designer │ 2020 – present
- Design and animate event visuals, social assets, and advertisements to meet the needs of diverse clients including Aeropostale, GoDaddy, and Insomniac
- Clearly communicate with clients using styleframes and animatics

Spectra Studio Intern │ 2023
- Developed a real-time audiovisual performance using TouchDesigner, Python, and Unreal Engine
- Built computers and assisted with immersive entertainment projects

Jam City Marketing Design Intern │ Summer 2022
- Produced engaging advertisements for mobile games using 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 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
- 120k views

USC Media Arts + Practice Thesis Project │ 2023
- A live performance with original music, animation, and light show
- Programmed custom show system in TouchDesigner to control realtime audio effects, DMX fixtures, LED screens, and projections