

Todd Sines

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toddsines.com
scale.la
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Overview

Award winning, enthusiastic, inventive, and experienced creative director and filmed content director, engaged in the integrated art and science of brand experiences through compelling conceptual thinking and multi-channel delivery of thoughtful and impactful execution. Over the last 30 years, projects have included award-winning creative for advertising, commercials, social media campaigns, film titles, music videos, visual effects, digital, identity systems, experiential environments, and art installations.

Experience

+ SCALE Executive Creative Director 1999–present
Concept, scriptwriting, and creative direction of per-project briefs for a multitude of brand exercises that spanned disciplines — pitches, directing, art direction, design, typography, editing, motion design, color correction, photo retouching, compositing, sound design, and music composition. Resourced and managed a team of art directors, writers, animators, composers to realize concepts; supervised production crews for extensive video campaigns.

Direct client interaction: Nokia, HBO, Lacoste, NBC Comcast, Nine West, Nicole Miller, Stoli, MTV, A&E, Sennheiser, Manfrotto/ALU, RSA Films, Curriculum Vitae, Greenfuse Films: Between the Folds, Ghost Robot: Cropsey, James Debbs (Succession) of Antidote Films: The Kids Are Alright.

For agencies: Resource: Apple, Burton, Limited, Victoria's Secret. Sub Rosa: GE, Mtn Dew, Hennessy. Deutsch: Monster.com, Sloan Pharmaceuticals. V Agency: Sisley, Tsvetnoy, V Magazine. Spontaneous: Hennessy. Virtue: Intel, DefJam, Electronic Arts. Macguffin: inventiv, Cialis, Olive Garden. CMP: Diesel. Moving Image & Content: Yeezy / Kanye West, Diane von Furstenberg, Empowered by You, StyleSaint.

Pratt Institute Adjunct Professor 2018–Present
Taught concepts and techniques in 2D + 3D digital compositing, storytelling, and prototyping to undergraduate classes using Nuke, Resolve, Maya, After Effects, Cinema 4D, ToonBoom, and Sketch.

1FUTURE Lead Creative Director 2012–2020
Creative direction and design, editorial, post-production, and site development for 1FUTURE, a creative studio for social justice and change. Directed, filmed, and edited short-form storytelling, featuring South African apartheid victims, Hiroshima bombing survivors, creative disruptors, and leaders in change working in social justice, arts, and media. Responsible for all identity and branding, digital, print campaigns, video content, site design + development, and outreach efforts.

SIPPA Chief Creative Officer 2016–2018
Complete creative direction of all branding, mobile app UI/UX, portal UI/UX, identity, B2B + B2C marketing, pitch decks, app explainers, and video content for grant writing submissions, yielding \$2.4M in funding.

Zippy Chief Creative Officer 2015–2017
Complete creative direction overhaul and redesign of all branding, mobile app UI/UX, portal UI/UX, identity, B2B + B2C marketing, pitch decks, apparel, and video content.

Miramax Senior Art Director 2003–2008
Art direction and production of print, film, and television spots featuring title design, visual effects, compositing, for Sin City, Cold Mountain, Transamerica, Pokémon, The Matador, Hannibal Rising, Finding Neverland, Miss Potter, The Warrior, Daltry Calhoun, WordPlay, The Great Raid

Palm Pictures Senior Art Director 2003–2004
Art direction and production of Directors Label series and advertising for Palm Pictures and RES magazine.

Education

The Ohio State University Bachelor of Fine Arts, MFA continuing studies 1996
Course studies included architecture, art, design, philosophy, photography, sound synthesis.
Graduate-level studies in advanced techniques in procedural 3d animation and visual effects.

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Skills

Disciplines: Film + digital cinema, broadcast television, commercials, mobile, advertising, interface design, 360° digital, print, email campaigns, in-store display, projection mapping, social media platforms

Operational: brand strategy, creative brainstorming, conceptual, collaboration, organization, research & development, trends, lifestyle, culture, RFP/RFQ/briefs, budgeting, pitches & presentations, written and spoken communication, constructive feedback, client experience, troubleshooting

Software: Maya, Cinema 4D, Nuke, Houdini, Davinci Resolve, RealFlow, Mocha, Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere; Final Cut Pro + Logic Pro, Ableton Live, Avid Pro-Tools, Figma, Sketch, Microsoft Office, G-Suite. Platforms: Facebook, WordPress, Editor X, SquareSpace, Vimeo, YouTube, WIX. Code: CSS, HTML, PHP + Java/Javascript. Proficient on Mac, Windows, Linux OS.

Film production: Arri, RED, Blackmagic, Canon, Nikon, Sony, DJI digital cameras. Own, operate, and have full working knowledge of Arri Alexa, BlackMagic 6K, Canon 5D MKIV digital and Moviecam SL, Arri IIC 35mm film cameras. Zeiss T2 Standard Speed, Zeiss Super Speed, Contax, Canon prime lenses, DJI Inspire 2 and Matrice 600 drones, Ronin-1/MX gimbals and wireless follow focus systems; O'Connor fluid heads, Libec jibs, Dana Dolly, Matthews Doorway Dolly, Arri HMI, Aputure LED lighting, rigging.

Audio: mixing consoles, digital and analogue audio, reel to reel tape machines, modular, analogue, digital, wavetable synthesizers, guitar, bass, drums, keys, outboard effects; plus repair, assembly, and design

Fabrication: SMT + THT soldering, 3D Printing via Anycubic Vyper and Kobra, Drill press, band & circular saws, Dremel tools, fastening, rigging, and modification for camera and audio support equipment.

Highlights

Zero Project: Tokyo + Hiroshima, Japan, Oct 2019

1FUTURE: Forum, Hurleyville, NY, Sept 2018

Disruptor Hiroshima: Hiroshima, Japan, Oct 2017

Synthposium: Vinzavod, Moscow, Russia, Sept 2017

1FUTURE | Not Yet Free: Bronx, NY, April 2017

Cutlog group exhibition, NY, NY, May 2013

Eyebeam group exhibition, NY, NY, April 2013

SCI-ARC Graduate guest lecturer, Los Angeles, CA, Feb + May 2006

Apple Store - Soho Motion design lectures; January 2005 / November 2008

PS1 Moma / Warm Up, July 2004

Creative Time, NYC, October 2002

Wexner Center for the Arts - score to Tod Browning's The Unknown, Jan 2001

The Ohio State University - Spring 2000 - visiting professor: motion typography, After Effects workshop

Wexner Center for the Arts - ele_mental showcase, Mar 2000

Columbus Society of Communicating Arts – Awards of Distinction and Merit, 1995-1999

The One Show – Gold Pencil and Communicating Arts – Interactive awards 1995–1999

Wexner Center for the Arts - Fluxus performance, 1996

Select Client List

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|--------------------------|-----------------------|----------------------|-----------------|------------------------|
| A&E | David Yurman | History Channel | Nokia | Spin Magazine |
| American Airlines | DefJam | International Rescue | Olay | Stoli |
| Apple | Diesel | iRobot · Roomba | Olive Garden | StyleSaint |
| Atsuko Sano | Donna Karan | LaCoste | Palm Pictures | The New Press |
| Bank of America | Diane Von Furstenberg | Möet · Chandon | Paramount | Tessabit |
| Burton | Electronic Arts | Molson | 3.1 Phillip Lim | Tumi |
| Cialis | Express | Mtn Dew | Redken | Visionaire · V · V Man |
| Clos Du Bois | Focus Features | NBC Universal | Revlon | VH1 |
| Comcast | GE | NHK Japan | Rolling Stone | Vera Wang |
| Crum + Forster Insurance | HBO | Nicole Miller | Sennheiser | Winter JazzFest |
| DanniJo | Hennessy | Nine West | Sisley | |