

Art Director

MARSHAL FONTAINE

St. Augustine, Florida (904) 540-9989

[Email](#) | [Website](#) | [Reel](#) | [Linkedin](#)

PROFESSIONAL EXPERIENCE

Freelance | Art Director Motion / UI / AR | 2020 – Present St. Augustine, Florida

- Drove product launch success and amplified brand impact by crafting dynamic motion graphics, UI animations, and hardware mockups for reveal opens showcased at high-profile events, trade shows, and executive presentations.
- Elevated client pitches and brand storytelling by designing compelling style frames, wireframes, and showreels that clearly communicated creative visions to stakeholders and executives.
- Ensured on-time delivery for time-sensitive campaigns by producing high-quality, rapid-turnaround visuals under aggressive deadlines.

Qualcomm | *Senior Art Director* | 2021 – 2023 San Diego, California

- Enabled cross-platform product teams to visualize and ship innovative XR, gaming, and automotive experiences by designing cohesive visual UI systems and concepts for the XR1 AR headset, G3x handheld gaming device, Digital Chassis concept car, and Snapdragon Studios titles (Reign of Amira, Air Derby Battle League).
- Accelerated stakeholder alignment and amplified product storytelling by creating high-impact motion studies, interactive prototypes, and reels showcased in AR demos, automotive presentations, and global product launches.
- Recognized with U.S. Patent D1030782 for original interface design on the Snapdragon XR1 platform.

Magic Leap | *Senior User Interaction Designer* | 2013 – 2020 Fort Lauderdale, Florida

- Shaped Magic Leap's foundational AR interaction paradigm by translating early concepts into production-ready UI systems, LED behavior feedback, and motion explorations for the Magic Leap One headset.
- Accelerated cross-functional alignment and technical validation by developing interaction prototypes and system-level motion studies reviewed by design, engineering, and executive teams over seven years of product evolution.
- Delivered launch-critical assets by producing pixel-perfect UI, onboarding flows, and promotional visuals used in global demos, presentations, and marketing materials.
- Credited with multiple U.S. patents advancing augmented reality interface and interaction design.

ABN | *Lead Motion Graphic Designer* | 2009 – 2013 Jacksonville, Florida

- Enabled consistent, high-quality automotive advertising across a nationwide dealership TV subscription network by leading motion graphics creation, digital signage design, and content standards for broadcast distribution.
- Built team capability and ensured long-term quality by training staff on motion graphics workflows, tools, and pipeline operations.
- Drove large-scale production efficiency by automating a two-hour manual process into a scripted workflow, slashing hands-on time by ~85% while maintaining quality across a nationwide dealership network.

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EARLY EXPERIENCE

Sony Pictures Imageworks | Stereoscopic Compositor | 2009 Culver City, California

- Ensured high-quality theatrical 3D release by resolving depth, convergence, and parallax issues as a stereoscopic compositor on Disney's *G-Force 3D*.

Apple | QA Engineer - Pro Apps Team | 2003 – 2008 Santa Monica, California

- Strengthened the reliability of professional creative tools by leading feature-level testing for Motion, Aperture, and Shake, leveraging real-world production workflows to catch issues before release.

Autodesk | Product Specialist — Combustion Team | 2000 – 2003 New York, New York

- Drove adoption of Autodesk Combustion by delivering live demonstrations, training sessions, and presentations at trade shows to audiences from small studios to over 3,000 attendees.

Selected Freelance & Early Professional Work | 1997 – 2009 NY-LA-FL.

- Delivered national and international broadcast graphics packages — including openers, lower thirds, and on-air assets — for the U.S. Open Tennis (IDS) and Sports Illustrated Swimsuit Edition.
- Designed and illustrated national poster campaigns for Barnes & Noble's (1997–1998).
- Contributed motion graphics, VFX, and compositing to projects for clients including Electric Farm Entertainment, Worlds Away Productions, Super 78, SkulleyFX, Zoic, and Base 2.
- Earned international recognition with selection for the juried Digital Salon exhibition; work published in Computer Artist, Leonardo, and I.D. magazines.

SHIPPED PRODUCTS AND PLATFORMS

- Contributed to 10+ globally shipped products and platforms across Autodesk, Apple, Qualcomm, and Magic Leap.
- Key releases include Combustion (Autodesk), Motion, Aperture, and Shake (Apple), Magic Leap One (Magic Leap), and Snapdragon XR1 (Qualcomm).

KEY SKILLS

- **Art Direction & Leadership:** Concept Development, Brand Storytelling, Creative Strategy, Team Management, Client Collaboration
- **Motion & Visual Design:** 2D/3D Animation, UI Motion Systems, Cinematic Storytelling, Compositing, Rendering
- **UI/UX & Product Design:** Prototyping, Interaction Models, User Flows, Wireframing, Experience Design for AR/VR, Games & Mobile
- **Campaigns & Launches:** Visual Identity Systems, Styleframes, Pitch Decks, Executive Presentations, High-Impact Demos
- **Tools & Expertise:** After Effects, Illustrator, Photoshop, Cavalry, C4D, Blender, Maya, Figma, Rive, Familiarity in Unreal & Unity.