



ROSCOE MCGEE

ART DIRECTOR & ANIMATOR

DEETS

RoscoeMcGee.com

RoscoeMcGee111@gmail.com

(385) 231-6647

SKILLZ

Motion Graphics

Illustration

3D Animation

2D Animation

Graphic Design

Stop Motion

AI Generation & Training

Story Boarding

Spanish

SOFTWARE

Ae

Ai

Ps

After Effects

Illustrator

Photoshop

Id

Pr



InDesign

Premiere

Blender



Cinema 4D



DaVinci Resolve

EXPERIENCE

LERMA AGENCY
Art Director
Oct 2022-Present

- Concepted creative executions in social, web and broadcast for Salvation Army, Nature Nate's Honey, Hobby Lobby, and He Gets Us.
- Lead producer of over 50 animated videos.
- Lead pilot program for hyper-controlled AI animations.
- Increased agency publicity by making work in Ad Age Magazine and ADDY Award shows.
- Created landing page content for a He Gets Us Super Bowl ad

ZENO GROUP
Art Director intern
June 2022-Aug 2022

- Concepted creative executions for brands like Oscar Mayer, White Claw, and Hyatt Hotels.
- Created animations for Hyatt, and Hi-C.

360I, DENTSU
Art Director intern
Feb 2022-May2022

- Created social media content for 7-Eleven and Burger King.
- Concepted creative campaigns for Reese's, and FTX.

BYU AD LAB
Senior Creative
June 2020-April 2022

- Directed the art of over 20 different ad executions.
- Managed communications between AdLab and clients.

ADDITIONAL
Aug 2018-Aug 2021

- Software Trainer: Pioneered the BYU Library's Animation in After Effects course.
- Graphic Designer: Re-branded CanyonWall.com's visual style and logo.
- Marketing Designer: Recreated branding and marketing funnel for BYU Career Studio.

ACCOLADES

JUDGES' CHOICE
NON-BROADCAST
2025 Dallas ADDYs



GOLD
Self Promotion
2024 Dallas ADDYs



FEATURED WORK
Diversity in AI
Oct 2023 Ad Age Article



BEST OF SHOW
All Categories
2021 Student ADDYs



GOLD
Full Campaign
2021 AAF NSAC



BALLARD SCHOLAR
In Social Innovation
2021 BYU Ballard Center



EDUCATION

Brigham Young University
Provo, UT, 84602
Graduation: April 2022

- BA in Communications, Emphasis in Advertising
- Minor in Design and Spanish

PROMISE

"You won't have to push me forward. You'll be too busy reining me in."