

Ross Norton

Animation Director // Creative Director

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Experience

Paramount+ // Noggin - NYC

Mar 2020 - Feb 2024

Senior Director of Animation Series

- Director of animation series production for award-winning kids' streaming and interactive learning platform.
- Directed productions for 20+ original series with a \$9M annual budget
- Managed an internal animation studio of ~30 [3D and 2D artists] delivering Emmy-nominated kids' content.
- Leveraged Nickelodeon's biggest animated franchises and newly developed Noggin IP to deliver high quality educational content; including Paw Patrol, Dora the Explorer, Peppa the Pig, Bubble Guppies, and more
- Utilized show character rigs, props, environments, and brand guides to ensure it aligned with franchise goals
- Recruited and coached animation directors, animators, storyboard artists, and designers
- Managed partnerships with domestic and international external vendors

Creative Director

- Accountable for the creative production of linear, interactive, and brand marketing projects; including animation, design, VFX, storyboarding, editing, and compositing
- Collaborated with Product on mobile app feature development by directing UX/UI supported animation and design
- On-set director and CG supervisor for live action shoots for brand marketing
- Optimized production pipelines for animation, design, VFX, interactive games, and live action shoots
- Pitched, developed, and wrote for new IP series

Nickelodeon // Nick Jr. Brand Creative - NYC

Nov 2017 - Feb 2020

Associate Animation Director

- Directed animation on \$1M budget brand marketing and rebrand campaigns as well as educational shorts for On-Air interstitials
- Supported Noggin rebrand design development for UX and marketing
- Supervised CG on live action shoots
- Managed and recruited 3D / 2D animators and storyboard artists
- Selected to move from On-Air marketing to develop Noggin as a leading DTC streaming service

Senior Animator

- Lead animator on marketing campaigns; role included CG character animation, storyboarding initial concept, and collaborating with producers and designers

Nickelodeon // Nickelodeon Brand Creative - NYC

May 2012 - Nov 2017

Lead CG Animator

Sesame Street // Sesame Studios - NYC

Mar 2017 - July 2017

Freelance Animator, Designer, and Storyboard Artist

Accolades

Nominations

Emmy - Daytime

- 2021 - Outstanding Short Form Children's Program – "Imagination Trips"

Emmy - Kids & Family

- 2022 - Outstanding Short Form Program – "Rhymes through Times"
- 2023 - Outstanding Interactive Media – "Snacks with Spats"

Skills

3D / 2D Animation Direction
Art Direction
On-Set Direction
Post VFX Supervision
Concept Development
Team Management
Brand Strategy
Character Animation
Motion Graphics
Illustration
Storyboarding
Editing
Career Coaching
Recruiting Talent

Tools

Proficient Knowledge

Autodesk Maya
Adobe Creative Suite
Adobe Character Animator
Cinema 4D

Working Knowledge

Esoteric Spine
Toon Boom Harmony
Nuke
Blender
Figma

Education

Emerson College

- 2009 - 2012
- BA - Film: Animation

University of Vermont

- 2008 - 2009

Awards

Kidscreen

- 2024 - Best Learning App
— Branded