

CYNTHIA BEAUCLAIR

CREATIVE DIRECTOR / ART DIRECTOR / DESIGN / ANIMATION

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Award winning Creative Director with over 20 years of experience leading creative teams in the development and execution of engaging content for broadcast, advertising and live events.

SPECIAL SKILLS

- Creative Conceptualization & Ideation
- Project Management & Team Leadership
- Client Collaboration & Relationship Management
- Budgeting & Resource Allocation
- Strong Communication & Presentation Skills

LANGUAGES

- English
- Spanish
- French
- Portuguese

AWARDS

- 1 ADDY
- 3 DAVEY
- 5 TELLYS
- 1 PROMAX GOLD

EDUCATION

ART INSTITUTE -
BA of Science in Computer
Animation
1998 • Ft. Lauderdale

EXPERIENCE

LITTLE BIG BANG STUDIOS - Owner / Creative Director

Jan 2014 – Present • Miami / Santa Fe

- Conceptualize and produce high-quality animations and multimedia content for immersive experiences, advertising campaigns and live events.
- Collaborate with clients to develop creative strategies that align with their marketing objectives and brand identities.
- Lead a team of designers, animators, and producers in the execution of projects, ensuring excellence in both creativity and technical execution.
- Oversee all aspects of production, from initial concept development to final delivery, while adhering to strict timelines and budgets.
- Manage client relationships and provide exceptional customer service to ensure satisfaction and repeat business.

TROPIC SURVIVAL ADVERTISING & MARKETING - Art Director

Jun 2008 – Dec 2013 • Miami

- Led the design and production of broadcast, print, and digital creative assets for advertising campaigns across various industries.
- Developed visually compelling animations and graphics for use in TV commercials, online advertisements, and promotional materials.
- Managed a team of designers and production artists, providing guidance and feedback to ensure the highest quality output.
- Maintained production schedules and budgets to ensure projects were completed on time and within budget constraints.

VIACOM CBS TELEVISION - Assistant Art Director

Feb 2001 – Jun 2008 • Miami

- Provided creative direction and design support for on-air promotions, marketing campaigns, and live event broadcasts.
- Produced animations, motion graphics, and visual effects for TV commercials, show openings, and promotional spots.
- Collaborated with producers, directors, and editors to ensure seamless integration of graphics and animations into broadcast content.
- Managed graphics packages and maintained brand consistency across multiple TV stations and programs.
- Supervised shoots and post-production processes to ensure the successful implementation of graphics and animations.

MIAMI AD SCHOOL - After Effects Adjunct Professor

2012 and 2016 • Miami