BOB SALZANO

Creative Director, Motion Design · Los Angeles, CA · 619.817.5182 · bobsalzano@gmail.com
Reel: bobsalzano.com · linkedin.com/in/bob-salzano-87653b3

SUMMARY

Motion creative director with two decades in entertainment marketing, working from a hands-on foundation in editorial, compositing, visual effects and 3D. Leads motion creative at Netflix, having established motion as a dedicated discipline within Games product creative and earlier grown Lindeman & Associates' creative department from two people to ten-plus. Art directs contract artists, agencies and specialized partners, translating brand systems into scalable motion behaviors that hold one voice across a large, shifting slate.

TOOLS

After Effects · Cinema 4D with Redshift · Nuke · Illustrator · Photoshop · DaVinci Resolve

Working knowledge: Houdini · Maya · Blender · Unity · Unreal Engine, with a grounding in 3D pipelines, simulation and real-time

Pipeline & AI: Runway (incl. node-based workflows) · ComfyUI · Beeble · Topaz Video AI / Gigapixel · After Effects scripting and small pipeline plugins

EXPERIENCE

Netflix | Los Angeles

Motion Lead, UCAN (US & Canada) Product Creative Studio — Mar 2026 – Present
Motion Lead, Games Product Merchandising — Sep 2025 – Mar 2026
Motion, Games Product Creative Studio — Sep 2023 – Sep 2025
Motion, Product Creative Studio — May 2021 – Sep 2023

Motion Lead is the most senior creative title in Netflix's product creative studios.

- Lead motion creative for scalable product features and title promotion across UCAN; previously led motion for the Games division's launch and product-merchandising slate.
- Established motion as a dedicated discipline within Games product creative: set the creative direction and craft bar, authored the motion-designer hiring criteria, and defined the typography, workflow and tooling standards the group works from, along with the roadmap for how motion is resourced.
- Art direct and mentor contract motion artists, external agencies and specialized partners to a single creative intent and standard of craft, from brief and concept review through final delivery.
- Developed the data-guided motion strategy for new product canvases across the Games merchandising slate, including the Motion Billboard cinemagraph program.
- Original motion concepts for interactive trailers and experiences (*Money Heist: Ultimate Choice*, *Netflix Stories*) and studio idents (Night School, BossFight); motion and GFX across the full Games catalog, from licensed tentpoles like *Squid Game* and *Black Mirror: Thronglets* to originals and interactive narrative.
- Work directly inside Unity and Unreal Engine game builds to extract and re-stage characters, environments and assets for promotional motion, creating hero shots the in-game cameras can't while staying true to the shipped game. Render in engine or rebuild in Cinema 4D and Redshift when the work calls for higher fidelity, and hold the dev-build access that keeps key art and social teams in current assets.
- Use AI tools, within enterprise-approved workflows, to bring otherwise out-of-scope work into scope: generative previs and look development to sell ideas earlier, PBR and relighting passes pulled from live-action plates, and upscaling source assets to current delivery specs. Build After Effects scripts and AI-assisted pipeline tools that take repetitive versioning off the team.
- Drove the production infrastructure behind the work, including render farm, edit-bay buildout and media-grade storage migration.

Deadpan Creative, Inc. | Founder / Creative Director — Oct 2012 – Present

- Direct motion design, visual effects and live action for commercial, feature, scripted, music video and large-scale live event work, across production and post-production, from concept through final delivery.
- Concepted, produced and executed the main title sequence and bespoke per-episode end credits for *Dexter: New Blood* (Showtime).
- Developed the on-stage graphics package for the Backstreet Boys DNA World Tour, designed in lockstep with lighting, stage effects, choreography and music direction.
- Concepted and directed a broadcast commercial for Bear Naked Granola, combining 2D and 3D animation.

- Clients: Netflix · Warner Bros. · Showtime · Backstreet Boys · Ubisoft · EA · CNN · American Airlines · ASICS · CNBC · eBay · Sony PlayStation · DC Shoes · Qualcomm

Netflix Creative Studio, Los Angeles | Art Direction / Motion (Contract) Aug 2019 – Aug 2020

- Art direction and animation for main trailers, teasers and social across a high-volume originals slate.
- Campaigns: *American Murder: The Family Next Door* · *Ratched* · *Spinning Out* · *The Confession Killer* · *Altered Carbon* S2 · *Giving Voice* · 15+ comedy specials including Jerry Seinfeld, Pete Davidson, Patton Oswalt and Taylor Tomlinson

Buddha Jones, Los Angeles | Art Director Jun 2017 – Sep 2018

- Led motion creative across staff and contract teams for theatrical, series and games campaigns.
- Directed and VFX-supervised live-action element and talent shoots; built render, asset and communication pipelines for the graphics department.
- Selected work: DC Films logo animation · *Fantastic Beasts: The Crimes of Grindelwald* (talent shoot, Comic-Con Hall H) · *IT* · *The Nun* · *Halloween* · *Far Cry 5* · *Assassin's Creed: Origins*

Lindeman & Associates (LA), Los Angeles | Art Director, Creative Content Oct 2015 – Jun 2017

- Grew the creative department from 2 to 10+ staff in under a year and led it creatively throughout.
- Authored the division's workflow protocol, production pipeline and SOPs; built the render farm and the workstation, server and network infrastructure.
- Directed and VFX-supervised live-action element and talent shoots.
- Selected work: *Drop the Mic* (full broadcast package and show branding) · Dark Universe logo · *Game of Thrones* S5/S6 (Histories & Lore, teaser) · *Stranger Things* S2 · *Alien: Covenant* · *Thor: Ragnarok* · *Ghost in the Shell* (Tokyo press event)

Buddha Jones, Los Angeles | Motion Graphic Artist (Freelance) Mar 2014 – Oct 2015

- Motion design, animation and VFX for theatrical, broadcast and games campaigns.

Sony Computer Entertainment America | Compositor, Cinematics / Video Editor, Marketing 2006 – 2012

- Nuke and After Effects compositor for pre-rendered game cinematics; previously editor of game trailers, cinematics and attract-mode assets for the internal creative services group.

AWARDS

Clio Gold	*Cyberpunk: Edgerunners*, Red Band Trailer
Clio Gold	*Game of Thrones*, Histories & Lore S5
Golden Trailer	*IT*, "Slide"
Clio Silver	*Fargo* S3, "License Plate"
Clio Bronze	*Game of Thrones*, "Dance of Dragons"