

KYLE WATSON

CREATIVE DIRECTOR · DESIGNER · ANIMATOR

248.225.8414 / KYLE@KYLEWATSON.WORK / KYLEWATSON.WORK

Kyle Watson is a Los Angeles–based multidisciplinary Creative Director with 15+ years of experience translating complex technologies into clear, compelling visual storytelling. He pairs concept-driven creative direction with hands-on ingenuity, adapting across disciplines and contexts to develop campaigns, product narratives, and immersive brand experiences.

PROFESSIONAL EXPERIENCE

Asteria Films 2025

Art Director + Animator

Developed visual concepts for 2D and 3D generative video systems with creative and engineering teams.

Godfrey Dadich and Partners 2020 - PRESENT, CONTRACT

Creative Director

Leads creative direction for global technology brands including IBM, Microsoft, Palo Alto Networks, and Proofpoint.

Jack Morton SF 2017 - 2021, CONTRACT

Creative Director

Led creative direction for large-scale live events for Google, YouTube, Hulu.

George P Johnson 2017, CONTRACT

Creative Director

Led creative for Salesforce Dreamforce event experiences.

Class Dojo 2016 - 2017

Art Director, Animator

Created classroom films based on Carol Dweck's Growth Mindset research.

BBDO SF 2013 - 2016

Art Director

Produced campaigns for Wells Fargo, Barbie, Mars, The North Face.

Zehnder 2012 - 2013

Art Director

Produced animation, film, and design for Louisiana-based clients.

Brogan and Partners 2011 - 2013

Art Director

CORE CAPABILITIES

Creative Direction
Motion Design & Animation
Art Direction
Visual Storytelling & Brand Narrative
3D / Cinema 4D
Motion Systems
Scenic Design
Experiential Content
Emerging Technology & AI Workflows
Advertising
Campaign & Launch Development

TECHNICAL PROFICIENCIES

Cinema 4D, After Effects, Cavalry,
Octane/Redshift, Figma, ComfyUI, Runway,
Premiere Pro, Photoshop, Illustrator

EDUCATION

GOBELINS, l'école de l'image

Animation Summer School

2017 / PARIS, FRANCE

Character animation studies with Disney veterans.

College for Creative Studies

Bachelor of Fine Arts in Advertising Design

2007 - 2011 / DETROIT, MICHIGAN

Creative strategy and concept development studies.