

ERIK BUTH

Creative Director · Motion Designer · Creative Technologist

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SUMMARY

Creative Director and motion designer with 30 years of experience across advertising, film, television, and digital platforms. Career spans from editing feature film title sequences and directing national television commercials to building an independent studio with a global audience of 150,000+ followers. Deep technical fluency in AI-driven creative workflows, real-time 3D, generative art, and application development, bridging senior creative leadership with hands-on production capability in emerging technologies.

CORE CAPABILITIES

Creative Leadership: Concept development, art direction, pitch creation, storyboarding, team assembly, client presentation, project management from concept through final delivery

Motion & Visual Design: 2D/3D motion graphics, title sequence design, broadcast graphics, live-action direction, photo-real and stylized 3D animation

Technical & Emerging: AI image/video generation (ComfyUI, Stable Diffusion), Three.js, WebGL, WebXR, GLSL shaders, generative art systems, autonomous AI agents, app development (Flutter), blockchain/smart contract integration

Tools: After Effects, Cinema 4D, Avid, Premiere, Photoshop, Illustrator, Blender, VS Code, Git, Three.js, Python, JavaScript/TypeScript, HTML/CSS

PROFESSIONAL EXPERIENCE

Founder / Creative Director

Hexeosis Inc, Los Angeles, CA

2013 – Present

- Founded and operate an independent creative studio producing motion design, digital art, generative systems, and creative technology for commercial clients and artistic projects.
- Built the hexeosis brand to 150,000+ followers organically through a sustained body of geometric animated artwork shared across Twitter, Instagram, Tumblr, YouTube, Facebook and digital art platforms.
- Wrote, directed, animated, and scored HX-01, a 36-minute crowdfunded animated short film. Successfully funded on Kickstarter with 245 backers, delivered on Blu-Ray and digital download, and covered by Boing Boing, Vice/The Creators Project, and listed on IMDB.
- Day-one member of Foundation platform and artist on SuperRare (since 2019), pioneering digital art as collectible media before the broader digital collectibles market emerged.
- Commissioned by HTC to create Platonic Frequency, an immersive VR world for the Viverse platform.
- Developed and shipped Breathington, a native iOS breathing exercise app built in Flutter with original character design and animation. Currently available in the Apple App Store and on Google Play for Android.
- Created real-time 3D and WebXR experiences using Three.js, GLSL shaders, and custom generative systems.

Creative Director / Director

Freelance, Los Angeles, CA

2013 – Present

- Freelance Creative Director for studios and agencies including Brand New School, 72andSunny, Los York, and Not to Scale.
- Led projects from concept through final delivery across 2D motion graphics, stylized and photo-real 3D, and live-action production.
- Directed national television commercials and brand films for Subway, FitBit, Google, and other major corporations.

Creative Director / Director

Blind Inc, Santa Monica, CA

2006 – 2013

- Creative Director for live-action, animation, and motion graphics projects for advertising, film, and television.
- Managed all creative aspects from concept and design through production to delivery for clients including American Airlines, Pringles, AT&T, Microsoft, Verizon, Chili's and many others.
- Recruited talent and assembled project teams of designers, animators, and artists.
- Created and presented pitch materials, storyboards, and written briefs to clients and agencies.

Editor / Art Director

Blind Inc, Santa Monica, CA

2001 – 2006

- Editor, designer, and art director for advertising, film, and television projects.
- Designed title sequences for How I Met Your Mother, Watching Ellie, and Commando Nanny.
- Created network promotional packages for Fuse, Spike TV, and other broadcast clients.

Editor, Designer & Animator

Freelance, Los Angeles, CA

1997 – 2001

- Freelance editor, designer, and animator for clients including RealTV, Food Network, History Channel, and Lifetime Network.

Editor

yU+co, Hollywood, CA

1998 – 1999

- Edited feature film main title sequences for Enemy of the State, The Thomas Crown Affair, and Lost Souls under founder Garson Yu.
- Created spots for Intel, HBO, Showtime, and a theatrical trailer for Dolby Digital.

Editor / Producer

Creative West, Hollywood, CA

1996 – 1997

- Produced and edited trailers, sales promos, television spots, and EPKs for feature films.
- Created budgets, scheduled and supervised narration, online, and audio mix sessions.

Post Production Supervisor / Assistant Editor

Creative Partnership, Hollywood, CA

1994 – 1996

- Assisted producers and editors creating trailers, promos, and television ads for feature films from creative meetings through final delivery.

EDUCATION

Bachelor of Science, Communication Arts

University of Wisconsin–Madison

International Baccalaureate Program

Rufus King High School, Milwaukee, WI

Top percentile nationally on PSAT, SAT, and ACT examinations. Participated in gifted programs from elementary through high school.

SELECTED RECOGNITION

- Artwork cited by IBM Research mathematician Cliff Pickover to illustrate stages of altered consciousness experiences.
- Featured in Boing Boing, Vice/The Creators Project, and other publications.
- Day-one Foundation platform member by direct invitation from founder Kayvon Tenkeshian; SuperRare artist since 2019.
- Programming since 1979; self-taught across every major creative and development toolset used throughout career.