

David A. Rodriguez

Senior 2D/3D Animator • Technical Artist • Media and Interactive
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PROFILE

Animator with 20+ years across 2D television, 2.5D game animation, and 3D interactive performance, from episodic comedy and rigging through live-product locomotion and engine pipelines.

SOFTWARE

After Effects, Rive, Spine, Photoshop, Illustrator, Adobe Animate, Maya, 3ds Max, Blender, Unreal Engine, Unity, MotionBuilder, SyncSketch, Premiere, Figma, Jira, Confluence, Krea AI, Meshy AI, Cursor

SKILLS

2D/2.5D/3D keyframe character animation, Character and prop rigging, Locomotion and move cycles, Posing, staging, and overlapping action, Shared animation libraries and modular character assets, Maya rigging and Unity engine integration (blend trees, state machines), Proprietary tool-chain adaptation, Prop animation, Iterative polish and cross-team review

PROFESSIONAL EXPERIENCE

Mercado Latino, Inc. | Senior Graphic Artist / Production Coordinator 2026 to Present

- Created original 2D packaging art and photo-real product imagery from concept through print-ready files across labels, boxes, bags, spices, and candles.
- Built reusable Illustrator templates and Pantone/hex color standards so 1,100+ SKUs stayed consistent across 25,000+ retail doors.
- Coordinated production tracking, vendor briefs, and QC across packaging and labeling partners so concurrent SKUs hit print and ship windows.

Age of Learning 2016 to 2026

Principal Animator (2025 to 2026) | Animation Director (2019 to 2025) | Lead Animator (2016 to 2019)

- Directed Maya to Unity (2.5D/3D) and Rive to Flutter (2D) animation pipelines with custom camera staging, setting animation quality and workflow standards across four live products, including the ABCmouse 2.0 re-brand launch
- Hand-keyed 2D/3D character, creature and environment animations including locomotion cycles, cut scenes, and interactive UI/UX actions for live products serving millions of monthly learners.
- Owned character rigs, shared animation libraries, and in-engine systems (state machines, blend trees) tuned with Design and Engineering for responsive feel.
- Built pipeline tools and Python/MEL scripts that shortened iteration and engine hand-off cycles.
- Led animation reviews and mentored the team, raising production quality and building cohesion.

([ABCMouse](#); [My Math Academy](#); [My Reading Academy](#); [Adventure Academy](#))

Pinscreen | (Freelance) Animator 2020

- Prototype animation, pose work, and pose space deformation support. ([Avatar Neo](#))
- Deepfake animations and lip syncing for German commercials

Bioflight | Technical Animator / Lead 2016 to 2017

- Character and facial rigs, key-frame animation, motion capture edits, and Unity implementation for VR training products.
- Restructured the animation pipeline to improve rig robustness, polish workflows, and hand-off quality while supervising 3D modeling and animation work. ([CHLA VR Training](#))

Hydrogen Whiskey | Cinematics Animator **2016 to 2017**

- Key-frame and motion capture animation in Telltale proprietary rigs for AAA game cinematics, including props and environment elements alongside character performance.
(Telltale's The Walking Dead; Telltale's Guardians of the Galaxy)

The Third Floor Inc. | Previs Artist **2016**

- Created previs for film sequences including character, prop, and vehicle animation; scene setup; layout; particle FX; and compositing using studio tools.
([Bad Boys for Life](#); [L.O.R.D: Legend of Ravaging Dynasties 2](#))

CounterPunch Studios | Animator / Motion Capture Analyst **2015 to 2016**

- Delivered cinematic character performance animation and motion capture cleanup in Maya for narrative driven AAA titles (Mafia III; NBA 2K16)

Fox Television Animation | Animator / Artist **2013 to 2015**

- Delivered key-frame 2D animation, layout, color animatics, character and prop rigging, and scene setup across multiple episodic comedy series.
- Supervised layout on dozens of episodes; staged multi-character scenes with clear depth, overlap, and readable silhouettes for broadcast/streaming delivery.
([Axe Cop](#); [Stone Quackers](#); [Major Lazer](#); [Golan the Insatiable](#); [High School USA!](#); [The Lucas Bros. Moving Co.](#))

Pipsqueak Films | (Freelance) Animator **2014 to 2015**

- Key-frame and 2D animation for animated television series in episodic comedy and anthology formats.
([BoJack Horseman](#); [Cyanide and Happiness](#); [TripTank](#))

Barbed Wire FX | Senior Animator / Generalist **2011 to 2013**

- Delivered commercial animation spanning 3D animation, rigging, modeling, camera layout, and motion graphics; handled complex shots and mentored artists on animation and rigging tasks.
([Logitech UE](#); [Vizio LED TV](#); [Hot Wheels: Rev-Ups](#); [Hot Wheels: Sky Jump](#); Hot Wheels: Wall Climb; Hot Wheels: Piranha Attack)

Mercado Latino, Inc. | (Freelance) Graphic Designer **2010 to 2017**

- Designed packaging for an assortment of food products.

Sokay | Senior Animator / Artist **2009 to 2012**

- Hand-keyed 2D animation and art for indie game titles across console and mobile platforms.
(Donut Get; Luv Tank)

Image Metrics | Animator / Motion Capture Analyst **2009**

- High-quality facial performance animation, motion capture analysis, and cinematic support in Maya for AAA action and narrative titles.
(Red Dead Redemption; GTA IV: The Ballad of Gay Tony; God of War III; Assassin's Creed II; Black Eyed Peas Boom Boom Pow)

Activision | 7 Studios | Animator / Artist **2006 to 2008**

- Animation, rigging, modeling, and game engine setup for console and handheld titles.
([Napoleon Dynamite: The Game](#); [Six Flags Fun Park](#); Unreleased 3rd person action; Unreleased 3rd person survival)

SHIPPED CREDITS

Games / Interactive: [ABCmouse](#) | [My Math Academy](#) | [My Reading Academy](#) | [Adventure Academy](#) | Telltale's The Walking Dead | Telltale's Guardians of the Galaxy | God of War III | Mafia III | NBA 2K16 | GTA IV: The Ballad of Gay Tony | Assassin's Creed II | Red Dead Redemption | Napoleon Dynamite: The Game | Six Flags Fun Park | Donut Get | Luv Tank

Television / Film: [Bad Boys for Life](#) | [Stone Quackers](#) | [Major Lazer](#) | [BoJack Horseman](#) | [Cyanide and Happiness](#) | TripTank | Golan the Insatiable | High School USA! | The Lucas Bros. Moving Co. | [Axe Cop](#)
Commercial / VR: [CHLA VR Training](#) | [Avatar Neo](#) | Hot Wheels: Piranha Attack | Hot Wheels: Rev-Ups | Hot Wheels: Sky Jump | Hot Wheels: Wall Climb | [Logitech UE](#) | [Vizio LED TV](#) | [Weezer: Memories](#) | [Black Eyed Peas Boom Boom Pow](#)

AWARDS & PATENTS

Age of Learning, Product

Tech & Learning Awards of Excellence "Best of 2024"; Tech & Learning "Best Tools for Back to School" 2021 (My Math Academy); ESSA validated efficacy; NAPPA Award and Parent/Teacher Choice Gold Medal (Adventure Academy).

Patents

Production team contributor, Personalized Mastery Learning Platform (US 10,490,092; US 11,380,211), powering My Math Academy and My Reading Academy.

Games

Red Dead Redemption, D.I.C.E. Action Game of the Year; Game Critics Awards Game of the Year (2010). Assassin's Creed II, Spike VGA Best Action Adventure Game; seven BAFTA nominations.

Film

Bad Boys for Life (previs), NAACP Image Award, Outstanding Motion Picture.

EDUCATION

Certifications: Certified Scrum Master (CSM), Scrum Alliance

The Art Institute of Los Angeles | Bachelor of Science, Media Arts and Animation
Studio Arts | Digital Design and Animation Workshops