

Lars Magnus Holmgren

Curriculum Vitae

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London, UK

Visas to work in Australia,
America, and Europe

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Technical Skills & Software

◆ High Level Skill set:

◆ Maya / Mental Ray ◆ Shake ◆ Boujou ◆ Photoshop

◆ Additional Skill set:

◆ Nuke ◆ V Ray (for Maya) ◆ Mudbox
◆ Premiere Pro ◆ Alias Poweranimator ◆ PF Track
◆ Illustrator ◆ Fusion ◆ Cy-Slice ◆ Renderman ◆ Freehand ◆ Matador
◆ Elastic Reality (morphing) ◆ After Effects ◆ Live-action and Stills cameras
◆ Flash ◆ Flock of Birds (Motion Capture) ◆ Beta-SP & DCT dubbing

Artistic & Craft Skills

◆ Illustration ◆ Painting ◆ Photography ◆ Graphic Design ◆ Storyboarding
◆ Instrumentation ◆ Sound Effects ◆ Multi-Media shows ◆ Performance Art
◆ Film & Video (Directing Shoots / Camera-Work, Lighting & Studio Techniques)

Awards & Credits

Received many awards and participated as speaker at various festivals and panels worldwide alongside several articles in noteworthy publications.

Please refer to the supporting documents for all awards, events and credits.

Professional Experience, 01- Summary

Note; the following roles are expanded upon in full detail below this initial summary.

◆ Th1ng - Soho, London, UK

Director (Design, VFX, Animation & Creative Direction): December 2013 – Present

◆ Locomotion – London, UK

CG Supervisor / Lead Animator / Generalist TD: October 2013 – December 2013

◆ Th1ng - Soho, London, UK

Director (Design, VFX, Animation & Creative Direction): September 2013 – October 2013

◆ Locomotion – London, UK

CG&VFX Supervisor / Lead Animator / Generalist TD: July 2013 – September 2013

◆ Th1ng - Soho, London, UK

Director (Design, VFX, Animation & Creative Direction): January 2013 – July 2013.

(Ongoing Directorial representation since July 2003)

◆ Prime Focus – Broadcast VFX Division, London, UK

VFX Supervisor : August 2012 – December 2012

◆ Iloura – Melbourne Branch, Australia

Animation & VFX Director / CG Supervisor: April 2012 – August 2012

◆ Locomotion – London, UK

CG Supervisor / Generalist TD / Composer & Designer: February 2012 – March 2012

◆ Double Negative – London, UK

Generalist Technical Director: July 2011 – February 2012

◆ Locomotion – London, UK

3D Supervisor / Technical Director: June 2011 – July 2011

◆ Saddington & Baynes – London, UK

CG/VFX Director: April 2010 – April 2011

◆ **Envy – London, UK**

3D/VFX Supervisor: March – April 2010 (Five week production)

◆ **Buck – NYC, USA**

Head of 3D / CG-VFX Supervisor: September 2009 – March 2010 (six months).

◆ **Locomotion – London, UK**

Head of 3D / VFX Director: June 2008 – August 2009

◆ **Rushes - Soho, London, UK**

CG/VFX Supervisor & Senior 3D/VFX Generalist (Commercials): February 2008 – June 2008

◆ **Zoo TV / Atlantic Productions – London, UK**

Senior 3D/VFX Generalist & GFX Designer: January 2008 – February 2008.

◆ **Flaming CGI – London, UK**

Senior 3D/VFX Generalist: October 2007 – December 2007

◆ **Againstalldds – Stockholm, Sweden**

Head of 3D / VFX Supervisor (Commercials): July 2007 – October 2007

◆ **Rushes - Soho, London, UK**

CG/VFX Supervisor & Senior 3D/VFX Generalist (Commercials): July 2006 – June 2007

Senior/Lead Animator (Commercials): March 2006 – July 2006

◆ **The Moving Picture Company (MPC) - Soho, London UK**

3D/VFX Supervisor / Lead-Animator: September 1999 – January 2006

Creative Director (Design/Animation/VFX): September 1999 – January 2002

◆ **Stark Films - Soho, London United Kingdom**

Director (Design, VFX, Animation & Creative Direction): February 2002 – July 2003

◆ **Photon – Australia & New Zealand**

CG Supervisor / Lead Animator & Generalist: October 1998 – September 1999

◆ **Conja Pty Ltd - Sydney Australia**

CG Supervisor / Senior 3D Generalist / Designer: October 1995 – August 1998

Note; Employment and roles prior to the above can be provided upon request.

Education

B.A. in Visual Communication

University of Technology, Sydney, Australia

Major in Computer Graphics / Minor in Film

Graduated with High Distinctions and Distinctions

Diploma – Fine Art & Design

Seaforth Tafe Technical College, Sydney, Australia

Major in Photography

Graduated with Honours

Educational Awards

Staedtler Drawing Prize & Most Advanced Student

Please refer to the Achievement List for a comprehensive list detailing awards & achievement.

Note; The following pages provide a detailed account of the professional services and roles outlined above. The roles described include ones from 1999 onwards. Earlier roles can be detailed upon request.

Professional Experience, 02 – Detailed Account

◆ Th1ng - Soho, London, UK

An established production company based in London, representing several directors, with high-profile clientele in the UK and USA.

Director (Design, VFX, Animation & Creative Direction): December 2013 – Present.

(Ongoing Directorial representation since July 2003)

Responsible for conceptual development and the fruition of ideas to form complete productions. Determine functional and aesthetic guidelines to determine and shape full technical VFX and creative pipelines. Design and develop style-frames and storyboards. Determine resources and talent-base required to bring ideas into full realisation. Direct cast and crew for live-action shoots. Direct and manage teams of creative and technical personnel throughout entire productions.

◆ Locomotion – London, UK

Boutique Design, 3D/VFX & Motion Graphics facility based in Soho, London.

CG Supervisor / Lead Character Animator / Generalist TD: October 2013 – December 2013

A follow-up campaign for Tropicana, featuring 3D animated oranges filling a carton with a zipper. Established working relationship with Locomotion (see other experience with them below).

◆ Th1ng - Soho, London, UK

An established production company based in London, representing several directors, with high-profile clientele in the UK and USA.

Director (Design, VFX, Animation & Creative Direction): September 2013 – October 2013.

(Ongoing Directorial representation since July 2003)

◆ Locomotion – London, UK

Boutique Design, 3D/VFX & Motion Graphics facility based in Soho, London.

CG & VFX Supervisor / Lead Character Animator / Generalist TD: July 2013 – September 2013

Working as CG/VFX project lead and co-shoot supervisor for a high-end US client; Tropicana commercial featuring 3D animated oranges and bottle integrated with Live-Action back-plate. Established working relationship with Locomotion (see other experience with them below).

◆ Th1ng - Soho, London, UK

An established production company based in London, representing several directors, with high-profile clientele in the UK and USA.

Director (Design, VFX, Animation & Creative Direction): January 2013 – July 2013.

(Ongoing Directorial representation since July 2003)

◆ Prime Focus – Broadcast VFX Division, London, UK

Prime Focus' Broadcast VFX division is one of the most respected in the business. The London-based team creates high end visual effects for leading Long Form Broadcast and Live Event clients.

VFX Supervisor: August 2012 – December 2012

(Contractual position)

Senior lead position for a one hour television feature for Discovery Channel featuring presented Astro-Physicist and celebrity Phil Plait. The show takes the audience on a dramatic, epic journey over the sun's solar storm activity featuring wild photo-real effects and including eighty VFX shots.

The role involved live-action co-shoot-supervision (a three day shoot), advising the CG/VFX workflow, team makeup, strategic documentation and implementation, guidance on the technical and creative pipeline, managing and supervising the post production team of 30 crew, supervising pre-visualisation through to post-visualisation right through to final light, comp', edit, grade finesse and output. The role also involved key hands-on 3D and VFX R&D and rigging tasks.

Involved with working directly with the MD, Creative Director, CG Supervisor and VFX Producer with regular pivotal attendance during client meetings, providing VFX guidance, VFX design and quality control measures, assuring streamlined production workflow and high-end quality delivery.

◆ Iloura – Melbourne Branch, Australia

Iloura is a VFX, animation and design studio motivated by creative problem solving and technical innovation. Creative, flexible and results driven, Iloura provides services from both studios in Melbourne and Sydney.

Animation & VFX Director / CG Supervisor: April 2012 – August 2012

(Contractual position)

Senior lead position on a television advertising campaign for 'Birds Eye' (renowned character driven series) featuring fully dynamically feathered talking birds (the first Birdseye lip-sync campaign).

The role involved Animation & VFX Direction, conceptual design and scripts which were worked into story boards, 2D animatics and 3D animatic pre-visualisation to guide and inform the live-action camera and compositional dynamic which was in turn further finessed via the post-visualisation stage. Other tasks included lead character animation on select shots, devising the technical pipeline, determining functional and aesthetic guidelines, departmental line management, CG Supervision as well as VFX shoot direction, 3D Design and senior hands-on generalist tasks local to the Iloura Melbourne office and collaboration with the Sydney team.

Involved working directly with the Executive Producer and attending client meetings as well as assisting associated Line Producers bidding for upcoming work, providing detailed CG/VFX timeline quotations ensuring hole-proof schedules and streamlined production workflow through pre-visualization, design, R&D, production and post production, guaranteeing high-end quality and prompt delivery .

◆ Locomotion – London, UK

Boutique Design, 3D/VFX & Motion Graphics facility based in Soho, London.

CG Supervisor / Generalist TD / Composer & Designer: February 2012 – March 2012

Working as project lead at Locomotion, a Boutique Motion Graphics, Design & VFX house in London for a commercial featuring CG animated refractive glass panes advertising HD screening technology.

Established working relationship with Locomotion (see other experience with them below).

◆ Double Negative – London, UK

Europe's largest provider of Visual Effects for Film.

Generalist Technical Director: July 2011 – February 2012

(Freelance CG/VFX position)

Employed as a **Generalist Technical Director** and enjoyed working as a **Lighting TD** on six shots from two sequences in the epic VFX film John Carter of Mars. Worked at the inception of the latest James Bond Film with senior generalist tasks such as modelling (hard surface architectural), UV Set, Texture Painting / Mapping and **Looks Development** (lighting & shaders).

◆ **Locomotion – London, UK**

Boutique Design, 3D/VFX & Motion Graphics facility based in Soho, London.

3D Supervisor / Technical Director: June 2011 – July 2011

Working as 3D project lead at Locomotion, a Boutique design & VFX house in London for a Tropicana commercial featuring 3D animated oranges and bottle integrated with Live-Action back-plate.

Established working relationship with Locomotion (see other experience with them below).

◆ **Saddington & Baynes – London, UK**

Widely recognised as the world's leading print post-production studio, Saddington & Baynes were the pioneers of digital retouching in the 1990's and continue to push the boundaries of image excellence. Today, they are pushing forward to establish the same high repute within the CG/VFX Motion arena.

CG/VFX Director: April 2010 – April 2011

(Staff CG/VFX position)

Senior staff position involving line management, supervision, design and direction of motion CG/VFX commercial campaigns as well as involvement with CG content for stills output. Chief responsibility involves driving the visual effects and animation content forth and building the department to compete with industry peers at the same cutting edge level of expertise Saddington & Baynes are renowned for with their stills and print media work.

Supervise a team of 3D, VFX & GFX artists (freelance and F/T). Establish effective strategies to ensure the highest quality of work, delivering to client satisfaction under very tight deadlines. Supervise the 3D/VFX requirements for shoots. Create and manage effective CG/VFX Pipelines ongoing productions. Determine creative, aesthetic, logistical and technical solutions and conventions (naming and directorial) throughout production pipelines.

Provide detailed 3D/VFX/GFX timeline quotation and work alongside Producers and Line-Producers involving regular meetings with clients to ensure hole-proof schedules, streamlined productions leading the process through pre-visualization, design, R&D, and post production, guaranteeing high-end quality and prompt delivery.

Step in to fulfill design and direction duties alongside departmental management and VFX supervision. Responsibilities include conceptual development and the fruition of ideas to form complete productions. Determine functional and aesthetic guidelines.

◆ **Envy – London, UK**

Proud winners of Best Post Production House at the Broadcast Awards 2008, 2009 and 2010.

3D/VFX Supervisor: March – April 2010 (Five week production)

(Freelance CG/VFX position)

Hands-on 3D Lead role alongside CG & VFX Supervision for a project focusing on the popular Bear Grylls persona as an opening ident for his new show. I set up the render layers as well as assigning the tasks for the other 3D crew, working closely with the producer and master VFX compositor and attending of several client meetings. I established effective strategies to ensure the highest quality of work, delivering to client satisfaction under a tight deadline. I co-supervised the 3D/VFX requirements for a shoot. This included preparing tracking markers to extract camera data as well as blue-screen related VFX advice. We worked together with 3D stereoscopic specialists since the follow up identity is a stereoscopic deliverable.

◆ Buck – NYC, USA

Boutique 3D/VFX facility based in New York City with sister company in LA, USA.

Head of 3D / CG-VFX Supervisor: September 2009 – March 2010 (six months).

(Full Time CG/VFX position)

Specializing in design-driven creative, Buck's directors and artists use animation, visual effects and live action to collaborate with clients, from concept to delivery. From offices in New York and Los Angeles, Buck works with a broad range of clients.

Hands-on 3D Studio Lead role alongside CG & VFX Supervision and management.

Actively recruited for new talent ensuring a strong freelance roster of junior through to senior specialist and generalist candidates to suit all 3D/VFX & GFX requirements. Managed a staff of 3D, VFX & GFX artists (freelance and F/T).

Established effective strategies to ensure the highest quality of work, delivering to client satisfaction under very tight deadlines. Ensure effective communication between senior management, producers, 3D, VFX & GFX personnel.

Supervised the 3D/VFX requirements for shoots. Created and managed effective CG/VFX Pipelines ongoing productions. Determine creative, aesthetic, logistical and technical solutions throughout production pipelines.

Provided detailed 3D/VFX/GFX timeline quotation and work alongside Producers and Line-Producers involving regular meetings with clients to ensure hole-proof schedules, streamlined productions leading the process through pre-visualization, design, R&D, and post production, guaranteeing high-end quality and prompt delivery.

Developed and initiated effective short and long-term company strategies such as new naming and directorial conventions and introduce automated intranet based 'File & Shots Management, Pipeline Toolkit'. Determined resources and talent-base required to bring ideas into full realisation.

◆ Locomotion – London, UK

Boutique Design, 3D/VFX & Motion Graphics facility based in London with sister company in Germany.

Head of 3D / VFX Director: June 2008 – August 2009

(Freelance CG/VFX position)

With offices in London and Düsseldorf, Locomotion had a strong position in the European 3D/VFX market. Responsible for the cross-departmental CG/VFX supervision and management of all 3D, VFX and GFX related projects and productions.

Actively recruited for new talent ensuring a strong freelance roster of junior through to extremely senior specialist and generalist candidates to suit all 3D/VFX & GFX requirements. Managed a department of 3D, VFX & GFX artists (freelance and F/T). Established effective strategies to ensure the highest quality of work, delivering to client satisfaction under very tight deadlines. Ensured effective communication between senior management, producers, 3D, VFX & GFX personnel.

Supervised the 3D/VFX requirements for shoots. Created and managed effective CG/VFX Pipelines ongoing productions. Determined creative, aesthetic, logistical and technical solutions throughout production pipelines acting as VFX Director both locally (London) and remotely via our sister company in Düsseldorf, Germany.

Provided detailed timeline quotation and work alongside Producers and Line-Producers involving regular meetings with clients to ensure hole-proof schedules, streamlined productions leading the process through pre-visualization, design, R&D, and post production, guaranteeing high-end quality and prompt delivery. Developed and initiated effective short and long-term company strategies such as new naming and directorial conventions and introduce automated intranet based 'File & Shots Management, Pipeline Toolkit'.

Fulfilled Design & Direction duties alongside departmental management and VFX supervision; responsibilities included conceptual development and the fruition of ideas to form complete productions. Determined functional and aesthetic guidelines. Designed and developed style-frames and storyboards. Determined resources and talent-base required to bring ideas into full realisation. Directed cast and crew for live-action shoots.

◆ **Rushes - Soho, London, UK**

For just on 30 years, Rushes has been known as a world class CG/VFX house.

CG/VFX Supervisor & Senior 3D/VFX Generalist (Commercials): February 2008 – June 2008

(Freelance CG/VFX position)

Supervise teams of 3D-CG, FX and VFX personnel (typical team size three to eight people).

Supervise CG content for VFX shoots. Determine creative, logistical and technical solutions throughout the entire production pipeline.

◆ **Zoo TV / Atlantic Productions – London, UK**

CG/VFX Company based in London specialising in Long Form Television Series and specials.

Senior 3D/VFX Generalist & GFX Designer: January 2008 – February 2008.

(Freelance CG/VFX position)

Responsible for highly-skilled hands-on CG/VFX involvement and GFX conceptual design related work for a Jack the Ripper documentary. My responsibility was to design several graphic transitions from an outer space 'satellite view' of the globe into a streetscape level live-action shoot scenario (modern day setting) and then back in time to the appropriate era of the Jack The Ripper character.

◆ **Flaming CGI – London, UK**

CG/VFX Company based in London specialising in Architecture and commercials.

Senior 3D/VFX Generalist: October 2007 – December 2007

(Freelance CG/VFX position)

Responsible for highly-skilled hands-on CG involvement; Architectural 'city-fly-through' and an Ident' for Virgin1 Television. Involved senior tasks in modeling, rigging, texturing, shading and lighting.

◆ **Againstalldods – Stockholm, Sweden**

Design/Production & CG/VFX company based in Stockholm specialising in commercials, idents and promos.

Head of 3D / VFX Supervisor (Commercials): July 2007 – October 2007

(Freelance CG/VFX position)

Managed a staff of twelve 3D & VFX artists. Headed up two productions; Coca-Cola and Nintendo's My-Sims. Established effective strategies to ensure the highest quality of work, delivering to client satisfaction under very tight deadlines.

NOTE: THE SERIES WON THREE SILVER LIONS AT CANNES 2008 and GOLD at EPICA 2008.

Ensured effective communication between senior management, producers, 3D-CG and VFX personnel. Supervised the CG/VFX requirements for shoots. Created and managed effective CG/VFX Pipelines for both the Nintendo and Coca-cola productions.

Determined creative, logistical and technical solutions throughout the production pipelines.

Developed and initiated effective short and long-term company strategies such as new naming and directorial conventions and introduced an automated intranet based 'File & Shots Management, Pipeline Toolkit'. I recruited for a 'Head of IT' position to implement this.

◆ **Rushes - Soho, London, UK**

For just on 30 years, Rushes has been known as a world class CG/VFX house.

CG/VFX Supervisor & Senior 3D/VFX Generalist (Commercials): July 2006 – June 2007

(Freelance CG/VFX position – rolling contractual work)

Supervise teams of 3D-CG, FX and VFX personnel (typical team size three to eight people).

Supervise CG content for VFX shoots. Determine creative, logistical and technical solutions throughout the entire production pipeline.

Senior/Lead Animator (Commercials): March 2006 – July 2006

(Freelance CG/VFX position)

Responsible for highly-skilled hands-on CG involvement in character animation. Senior ability in modeling, rigging, texturing, shading and lighting of sophisticated 3D creatures, scenarios and environments.

◆ **The Moving Picture Company (MPC) - Soho, London UK**

Award-winning post-production VFX company based in London specialising in film and commercials. High profile campaigns for BBC, Coca-Cola and Nike as well as films such as Harry Potter and Charlie and the Chocolate Factory.

3D/VFX Supervisor / Lead-Animator: September 1999 – January 2006

Supervised production teams of 3D-animators and compositors. Supervised VFX shoots. Determined creative, logistical and technical solutions informing the production pipeline. Provided conceptual, aesthetic and creature design, working closely with the client from pre-production to delivery. Responsible for highly skilled hands-on CG involvement in character animation. Senior ability in modeling, rigging, texturing, shading and lighting of sophisticated 3D creatures, scenarios and environments. Worked on commercial and film productions as well as music promos.

Creative Director (Design/Animation/VFX): September 1999 – January 2002

Upon joining MPC directed several productions. Drove conceptual development, pitched ideas and oversaw the completion of productions. This was part of a pilot venture to form an internal production-wing at MPC and later evolved into a liaison between MPC and Stark Films as described below.

◆ **Stark Films - Soho, London United Kingdom**

A production company based in London specialising in commercials.

Director: February 2002 – July 2003

Representation as a Commercials Director as a result of a liaison agreement between MPC and Stark Films.

◆ **Frankenskippy – London, UK**

Privately owned venture specialising in Creative Direction, VFX Supervision and CG/VFX Generalist services.

Founder, Creative Director, VFX Supervisor, Lead CG/VFX Generalist; Founded September 1998 – ongoing.