

GABRIEL GENESIS

SKILLS

Creative Direction · Brand & Campaign Direction · 2D/3D Animation · Motion Design · Game Development ·
Interactive Web (Three.js / WebGL)

TOOLS

After Effects · Figma · Illustrator · Blender · Photoshop · Cursor · JavaScript

EDUCATION

CCNY '21

12.25 — 06.26	<p>MegaETH</p> <p>Principal Visual Artist & Lead Designer</p>	<p>Owned the MOSS wallet design system end to end, covering UX, UI, and its motion language. Designed and built the MEGA token launch website, including the Three.js front-end. Directed the brand campaign assets for the \$MEGA USDm buybacks.</p>
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12.24 — 12.25	<p>Pump Party</p> <p>Co-Founder & Creative Director</p>	<p>Co-founded a crypto gaming studio and raised \$1M on a \$15M valuation. Built and shipped 10 Three.js games in React, from concept through in-app delivery. Directed the studio's brand, from a manifesto film for the rebrand to campaign spots with strong organic reach: "Casino That Wants You to Win" at 136K views and "Clash of Clones" at 137K, the latter drawing direct inbound from A16Z and Dragonfly. A separate TikTok campaign passed 750K organic views.</p>
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05.24 — 09.24	<p>Axis Lighting</p> <p>Principal Visual Artist</p>	<p>Directed the MikroLite product launch campaign.</p>
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06.24 — 10.24	<p>NEWorks Productions</p> <p>Principal Animator</p>	<p>Animated "Rise Up & Fight," a national civic campaign featuring Debbie Allen that premiered at the Kennedy Center. The production earned 33 awards, including a Davey Award Gold for Best Animation, an Anthem Award, and a Communicator Award.</p>
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01.24 — 05.24	<p>MiuraFlex</p> <p>Principal Visual Artist</p>	<p>Directed brand campaigns for "The Click" and "Fino" product launches.</p>
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08.22 — 04.23	<p>Union Editorial</p> <p>Senior Motion Designer</p>	<p>Created VFX and motion design for "The First Class," a feature documentary directed by Lee Hirsch. The film won at Indie Memphis, was an official selection at DOC NYC and SF DocFest, and streams on Amazon Prime.</p>
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2021 — Present	<p>Knowledgia</p> <p>Partner & Creative Director</p>	<p>Partner and creative director on a history documentary channel grown to 2.1M subscribers and 430M views across 400+ videos. Produced every video on the channel and built a proprietary 3D animation engine in After Effects.</p>
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