

Christopher Labarthe

Motion Designer / Art Director

7+ years as a creative and technically **versatile animator and editor** with professional multidisciplinary experience spanning motion graphics, 3D animation, VFX, marketing production, e-learning, digital marketing, social media, web, and interactive platforms.

Experiences

@ PAYCOM (HR / FINANCIAL SERVICES)

Motion Designer / June 2024 – April 2026

Produced high-volume commercial content including TV ads, corporate videos, and digital campaigns to broadcast-quality standards in a fast-paced production environment.

Creative Leadership: Led animation development and creative execution for Paycom's IWant AI product launch, overseeing design, animation, and website rebrand while maintaining consistency across all deliverables.

Brand Management: Created reusable animation and asset libraries that streamlined creative workflows and increased production efficiency.

3D Innovation & VFX: Produced 10+ motion graphics and animation deliverables weekly for TV advertising, social campaigns, podcasts, website updates, product launches, and branded marketing initiatives.

Full Pipeline Execution: Collaborated closely with design, copywriting, editing, and project management teams across the full creative pipeline.

Awards: Received 25+ Gold ADDY Awards including Best of Show (2026), Best of Animation (2026), and Special Judge's Award for Production Design (2025).

Character Animator / May 2022 – June 2024

Produced 100+ hours of animated e-learning and instructional content for enterprise training programs.

LMS Optimization: Created character animation, motion graphics, and educational visuals optimized for Paycom's LMS platform.

E-Learning Animation: Developed engaging educational content balancing clarity, pacing, and visual storytelling.

@ BUILDING IMAGE GROUP (SIGNAGE PRODUCTION)

Design & Visualization Intern / Summer 2018 & Summer 2019

Collaborated on branding and signage projects from initial concept development through final installation.

Client Pitches: Produced design concepts and 3D visualization, environmental mockups, and client presentation materials for commercial signage campaigns.

Full Pipeline: Assisted with concept ideation, layout design, fabrication preparation, and on-site installations.

@ FREELANCE

Motion Designer / March 2020 – Present

Designed logos, business cards, and animated ads for content creators and various businesses, managing each project from concept through final delivery.

@ OKLAHOMA CHRISTIAN UNIVERSITY

Graduated with Honors / Aug 2017 – May 2021

Game Development: Worked on teams producing two complete games working at every level of the game development pipeline from concept through deployment.

Asset Pack Development: Developed a fully modeled, rigged and textured asset pack that received the Honors Program "Best Creative Capstone" award.

Contact

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Awards & Recognition

Best of Show Addy Award

2026 — IWant TV Commercial — American Advertising Federation

Best of Animation Addy Award

2026 — Hotel Chaos — American Advertising Federation

Gold Addy Awards x 15

2025, 2026 — American Advertising Federation

Eagle Scout & Order of the Arrow

2016 — Distinction for Leadership and Community Service

State Champion Humorous Duet

2016 — Oklahoma NSDA Speech and Debate State Championship

Best Creative Capstone

2021 — Oklahoma Christian Honors College

Education

OKLAHOMA CHRISTIAN UNIVERSITY

Edmond, OK / 2017 – 2021

B.F.A. in Game Design and Animation
Graduated with Honors

Awarded "Best Creative Capstone" (2021)
for an asset collection created for students

Skills

Motion & 3D After Effects / Blender / Zbrush / Cinema 4D / Substance / Nuke / Premiere Pro / Davinci Resolve / Lottie / Unreal Engine / Unity / Maya / 3ds Max / Motion Builder / Redshift / Cycles / Houdini / Mocha / Arnold

Design Tools Photoshop / Illustrator / InDesign / PowerPoint / Figma / Figjam

Core Competencies

Creative Direction Brand Storytelling / Campaign Management / Visual Branding / Production Design

Production & Leadership Client Relations / Agency Collaboration / Workflow Optimization / Pipeline Knowledge

Select Clients

Paycom · Patriots · Beekman · Tecovas · Graeters · LAFC · Prairie Knights Casino