



BENJAMIN ESHAGPOOR

SENIOR MOTION DESIGNER • CREATIVE DIRECTOR • EDITOR • VISUAL STORYTELLER

CONTACT



Los Angeles, CA
United States



ben@besh.design
www.besh.design



P : 310.403.1744
F : Who has a fax machine?



PROFILE

A LITTLE ABOUT MYSELF

I'm a Senior Motion Designer & Creative Director with over 20 years of experience creating cinematic 2D/3D animations, motion graphics, visual effects, & branded content for global entertainment, technology, and consumer brands. I've been hands-on across concept development, visual storytelling, style frames, animation, compositing, 3D visualization, & finishing. As an experienced storyteller, I translate complex ideas, technologies, and product narratives into compelling visual experiences while collaborating across creative, design, marketing, production, and technical teams.

EXPERIENCE

Freelance - Los Angeles, CA - 2006 to Present

Sr. Motion Designer/Creative Director/Editor/Visual Storyteller

- Conceptualized and executed end-to-end motion design and visual storytelling, including 2D/3D animation, VFX, product visualization, promos, sizzle reels, commercials, and long-form content from concept through final delivery.
- Translated complex products, narratives, and technical concepts into compelling visual stories, combining animation, cinematography, editorial, sound, and design to communicate ideas with clarity and emotional impact.
- Developed visual direction systems, including storyboards, style frames, motion treatments, and design explorations to define look, feel, and motion language across projects.
- Created and composited high-end 2D/3D motion graphics and VFX using After Effects and Cinema 4D with Octane, Redshift, and V-Ray, incorporating animation, lighting, rendering, tracking, rotoscoping, keying, simulations, multi-pass workflows, environmental effects, and cinematic finishing.
- Led full production and post-production workflows, including multicamera shoots, editing, VFX, color, sound, and finishing, while establishing visual and technical standards for scalable content creation.
- Collaborated with cross-functional creative, marketing, and production teams while managing freelance talent, vendors, and budgets, ensuring consistent creative quality, technical execution, and on-time delivery across high-volume campaigns.

Some notable projects include:

- Black Friday 2024 Promo — Boris FX
- Sapphire VHS Damage Promo — Boris FX
- Ninja Foodi XL Pro Grill & Griddle — SharkNinja
- Nutrient Extraction Animations — NutriBullet
- Terminator: Dark Fate Promos — Paramount / Framework Studios
- IT: Chapter Two Promos — Paramount / Framework Studios
- Disney Channel / Disney Junior Promos — Disney
- CBS Upfront Pilot Presentations — CBS
- Cars 2: Tokyo Spin Promo — Mattel / Pixar
- Justice League: The New Frontier Featurette — Warner Bros. / DC Comics
- House of Lies Live: Comedy Special — Showtime
- The Green Room With Paul Provenza — Showtime

EDUCATION

BA in Film Production

Columbia College, Chicago - 1997

SELECTED CLIENTS

Sony • Disney • Warner Bros. • Paramount • NBCUniversal • CBS • Showtime • Pixar • SharkNinja • Boris FX • NutriBullet • Mattel • DC Comics • Pixar • Premiere Productions • Guthy-Renker • Beachbody

CREATIVE PURSUITS



Music was my first form of artistic expression. I've been composing since childhood and continue to work as a semi-professional musician, composer, and sound designer. My background in composition and audio informs my approach to rhythm, pacing, emotion, and storytelling in motion design.



Photography was an early gateway into visual storytelling. Professionally trained in cinematography and experienced in both portrait and product photography, I bring a strong understanding of composition, lighting, lenses, visual hierarchy, and cinematic image-making to my work in motion and design.



BENJAMIN ESHAGPOOR
SENIOR MOTION DESIGNER • CREATIVE DIRECTOR • VISUAL STORYTELLER

MORE EXPERIENCE

Shark|Ninja - Irvine, CA - 2021 to 2024

Associate Creative Director/Editor/Sr. Motion Graphics Designer

- Played a key creative and hands-on role in the global launch of flagship Shark and Ninja products, developing cinematic visual content that translated complex product features, functionality, and marketing objectives into compelling visual narratives across web, social, and broadcast.
- Led visual development from concept through final delivery, creating storyboards, style frames, visual treatments, and design explorations that established the creative direction for product-focused campaigns.
- Created 2D and 3D product visualization and animation, developing product renders, camera animation, motion studies, lighting, materials, and cinematic compositions to communicate product features and functionality.
- Designed and executed motion graphics and kinetic typography, creating graphic systems, transitions, title treatments, informational animation, and visual effects that reinforced brand identity and enhanced storytelling.
- Built sophisticated composites and VFX, combining live-action footage, 2D/3D elements, tracking, rotoscoping, keying, simulations, effects, render passes, and finishing to create polished visual experiences.
- Translated complex product stories into accessible visual narratives, determining how product features, technology, and functionality could be communicated through animation, visualization, editorial, sound, and visual effects.
- Collaborated with brand, marketing, creative, and production stakeholders to develop concepts, refine visual direction, and ensure creative execution aligned with campaign objectives and SharkNinja brand standards.
- Led hands-on creative execution while directing freelance artists and collaborating with global production teams, providing constructive design feedback and technical guidance to maintain visual consistency, creative quality, efficient workflows, and on-time delivery across multiple platforms.

Notable projects include:

Ninja Foodi XL Pro Grill & Griddle • Shark Beauty HyperAir • Ninja Woodfire Outdoor Grill • Shark AI 2-in-1 Robot • Ninja Thirsti • Ninja Blast • Shark Matrix • Shark CarpetXpert • Ninja Combi Oven • Ninja Creami Breeze • Ninja Luxe Cafe

Capital Brands - Los Angeles, CA - 2015 to 2018

Associate Creative Director/Editor/Animator

- Created motion graphics, animation, and branded content across the Magic Bullet, NutriBullet, and VeggieBullet product families.
- Spearheaded animation for long-form programming while contributing to creative direction and visual development for social, commercial, and branded campaigns.
- Collaborated with creative and marketing teams to translate product stories and campaign concepts into engaging visual content across multiple formats.

Sony Pictures - Culver City, CA - 2000 to 2006

Video Production & Operations Coordinator

Led the end-to-end creation of original digital video content for Sony Pictures, from concept and writing through directing, editing, motion graphics, sound, and final delivery, while developing scalable production workflows in collaboration with studio operations, IT, legal, business affairs, and telecommunications teams.

Phoenix Pictures - Culver City, CA - 1997 to 2000

Story Editor - Television Department

Analyzed and shaped complex scripts ideas and story concepts into clear, compelling narratives, developing story notes, creative recommendations, and pitch materials while collaborating with writers, producers, and executives from early concept through development.

SKILLS

Senior-level expertise in motion design, visual development, 2D/3D animation, visual effects, compositing, product visualization, cinematic storytelling, and post-production, with a deep understanding of composition, typography, color, lighting, camera, pacing, and visual hierarchy. Hands-on across the complete creative pipeline—from concept development, storyboards, style frames, and visual exploration through animation, editorial, VFX, sound design, color, finishing, and delivery. Expert proficiency in Adobe Creative Suite (After Effects, Premiere Pro, Photoshop, Illustrator, Media Encoder), Cinema 4D, DaVinci Resolve, Octane, Redshift, and V-Ray, with advanced experience in Mocha Pro, Silhouette, SynthEyes, and Primatte. Brings extensive experience translating complex ideas, products, and narratives into compelling visual experiences while collaborating across creative, marketing, production, and technical teams.

AFFILIATIONS

Television Academy of Arts & Sciences - Editor Peer Group
BMI Performing Rights Organization