

# DAVE REDL

## Creative Producer & Director of Animated Storytelling

Motion-Forward Content · AI-Assisted Narrative

West Milford, NJ · Open to NYC / NJ / Remote

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## SUMMARY

Creative Producer & Director of Animated Storytelling with 20+ years transforming complex, abstract, or technical ideas into clear, human, emotionally resonant narratives. Specializes in 2D motion, After Effects–driven storytelling, and AI-assisted creative workflows that accelerate production while preserving craft and clarity.

Brings a hybrid mindset—part creative director, part educator, part narrative engineer. Whether leading concept development, executing hands-on animation, or collaborating with cross-functional partners, delivers content that feels friendly, trustworthy, and easy to understand.

Animation work focuses on creating instructional and narrative-driven content for companies across Help Centers, customer education, product onboarding, HR learning, and internal communications—often bringing future features and systems to life before they’re built. Earlier career experience includes directing animation for major entertainment and educational brands such as Disney, Nickelodeon, PBS Kids, and The Library of Congress, grounding all work in clarity, warmth, timing, and story logic. This blend of corporate, product, and entertainment experience enables creative versatility across today’s evolving business landscape.

## CAPABILITIES

### Motion Direction & Storytelling

2D Motion Direction · Character-Driven Storytelling · Narrative Clarity · Story Logic · Editorial Pacing · Scriptwriting

### Explainers & Product Education

Explainer Video Production · Product Simulation · Customer Education Content · Onboarding & Training Videos

## **Production & Workflow**

AI-Assisted Creative Workflows · Programmatic Animation (CSS, Lottie) ·

Cross-Functional Collaboration · End-to-End Production

## **Creative Tools**

Adobe Creative Cloud (AE, PR, AI, PS) · Figma · Lottie · HTML/CSS · Audacity / Logic Pro

## **EXPERIENCE**

### **Audible (Amazon)**

**Mar 2018 – Oct 2025**

Newark, NJ

**Director of Animated Storytelling** (Apr 2019 – Oct 2025)

**Senior Animation Designer** (Mar 2018 – Mar 2019)

- Created modular motion systems for Audible's global Help Centers, improving clarity and reducing customer support tickets.
- Produced explainer videos and product simulations for unreleased features, including Audible's AI assistant.
- Co-created Customer Service TV (CSTV), a culture-driven training series blending humor, history, and brand storytelling.
- Developed HR and onboarding content that simplified internal processes and improved employee understanding.
- Partnered with Brand, Legal, Product, and UX to ensure accuracy, accessibility, and narrative alignment.
- Owned end-to-end production: storyboarding, animation, editorial, sound design, and delivery across multiple formats.
- Leveraged AI-assisted workflows to accelerate asset cleanup, versioning, and production efficiency.
- Shaped narrative strategy for product education and internal learning content across global teams.

### **Toys“R”Us**

#### **Art / Animation Director**

**2012 – 2018**

Wayne, NJ

- Directed 2D animation and video content for cross-channel marketing and

product education.

- Produced buying-guide videos used across web, mobile, and in-store environments.
- Created character-driven motion graphics aligned with brand identity and family-friendly messaging.
- Developed content for kids' marketing strategy and brand refresh initiatives.
- Managed end-to-end production and collaborated with UX and product teams.

## EARLY CAREER & FREELANCE HIGHLIGHTS

**Art / Animation Director · Illustrator**

**1991 – 2012**

NYC & Remote

Built a foundation in character-driven storytelling, timing, and visual clarity through two decades of directing, animating, illustrating, and producing content across print, TV, web, and interactive platforms for entertainment, education, branded storytelling, and gaming.

**Clients:** Disney · Nickelodeon · Cartoon Network · PBS Kids · Warner Bros. · Nike · Crayola · Hallmark · Smithsonian · Library of Congress · Hearst Entertainment · CTW · State Farm · DDB · Toys“R”Us · Babies“R”Us

### Studios & Roles:

- **Funny Garbage** — *Animation Director, Layout Supervisor* (2004–2010)
- **King Features Syndicate** — *Assistant Animation Director, Illustrator* (1993–1999)
- **Freelance / Self-Employed** — *Art & Animation Director, Illustrator* (1991–2012)

## EDUCATION

**Syracuse University**

Bachelor of Fine Arts, Illustration — Magna Cum Laude