

TIMMY BECKMANN

Brand Motion Graphics Designer — craft, systems, and AI-driven production at scale

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EXPERIENCE

Snowflake

Feb 2021 – Present · Remote, New York NY

Brand Motion Graphics Designer

Contractor Feb 2021 → Full-time Oct 2023

- Produced **260+ motion deliverables over 5 years** as the sole full-time motion designer on Snowflake's Brand & Creative team — spanning CEO keynotes, global events, product launches, partner campaigns, social, and internal brand.
- Led motion design for Snowflake's flagship **CEO keynote across 5 consecutive Summits** (up to 22,000 Summit attendees) — delivering 500+ .mov files across 120 graphic cues per event, on LED walls up to 143 ft wide (12,160×1,920px). Also delivered keynote motion for Build, Snowday, and Data Cloud Now annually.
- Built a **63-template MOGRT system** that enforces brand consistency at scale — **8 editors and 3 designers** across the Developer Channel, Modern Marketing Data Stack, Data Cloud Now, and Predictions series now produce independently without the ability to go off-brand. Integrated with Claude Code for autonomous branded sequence generation from a brief.
- Built and ran the motion system for **Cortex Code product announcements** — a biweekly release cadence on reusable MOGRT templates and AI voiceover (ElevenLabs), **partnering with the product team** to turn each update into on-brand launch content with no per-video rebuild.
- Built the keynote **automated export pipeline** (500+ files, 4× faster than manual, self-validating manifest) and AI-driven VFX pipelines using Nano Banana Pro and Runway — including **3D Gaussian splat point-cloud animations on a 143-foot LED wall**. Used Unreal Engine for real-time 3D in Build openers. All production MacBook-only, no render farm.
- Created motion for high-profile **partnership and acquisition announcements** — Snowflake × Anthropic, Natoma, Observe — and stage graphics for keynote moments featuring Sam Altman and Daniela Amodei.
- Led video editing and motion graphics on the **Snowflake BuiltBy** series — built the full graphics package and cut engineer interview content to drive engineering recruiting, **working directly with the engineering org**.
- Delivered campaigns for brand partners including NYSE (46-screen takeover, 18 deliverables), AWS, Burj Khalifa, and the LA28 Olympics / Team USA Bobsled; social animations for Bumble, OpenTable, and Snapchat.
- Led **weekly company-wide AI skills workshops** — training team members end-to-end on the export pipeline and releasing company-wide brand skill.md files that put on-brand production in anyone's hands, allowing contractors to be onboarded at full creative output.
- Recognized by the CMO as **#1 AI tool user across all of Marketing** — ranked #1 every month since February 2026.

Unshut

Sep 2020 – Jul 2021 · New York, NY

Motion Designer & Editor

- Designed motion graphics and edited marketing content, including the company's Kickstarter campaign video.
- Built real-time visual effects for live Zoom productions using Unreal Engine and OBS.

SKILLS

Motion & VFX

After Effects, Cinema 4D, Premiere Pro, DaVinci Resolve, Blender

Scripting & Automation

JSX/ExtendScript, ffmpeg, Python

Real-Time & Live Events

Unreal Engine, d3 Disguise, Godot

AI Production

Nano Banana Pro, Midjourney, Runway, Gemini, ElevenLabs, Suno, Claude Code

Audio

Pro Tools, Logic Pro, iZotope

AWARDS & RECOGNITION

First Place, Muse Creative Award 2026

"Best Use of AI" — Snowflake Summit 2025 Keynote

People of Snowflake

"Making Data Move with Timmy Beckmann," Oct 2025

Best VFX

NYU Tisch Kanbar First Run Festival (The Call of Water, 2021)

Best Picture

NYU Tisch 48 Hour Film Festival (Thank You, 2020)

Sundance Film Festival

Screened — Snapumentary, A Cereal Production, 2016

EDUCATION

New York University

Tisch School of the Arts · 2020

B.F.A. Film & Television, Minor in Game Design

Documentary Filmmaking Abroad, Cuba (Spring 2019)