

ALEXANDER BEDMINSTER

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SUMMARY

A visionary and highly accomplished Art, Animation, Design leader with extensive experience in creative direction and immersive design. Builds and scales high-performing teams, delivering creative visuals and cutting-edge experiences at global organizations. Develops innovative pipelines integrating AI-driven tools to accelerate production and reduce costs. Partners with executive stakeholders to align creative strategy with business goals across digital advertising and e-commerce. Drives measurable results through cross-functional collaboration.

PRACTICE

Art Management | Animation | AI Integration | 3D Production | Art Direction
Video Production | Budget and Resource Management | Campaign Design and Execution
Motion Graphics | Pipeline Development | Illustration / Conceptual Art | Storyboarding

EXPERIENCE

01 WALMART San Bruno, California 2025—2026

3D Aesthetic & Technical Director

- Spearheaded an in-house 3D pipeline, replacing external vendors with modular 3D systems to deliver photorealistic product visuals at reduced cost.
- Built and led a specialist 3D team, producing fully staged product scenes for promotional, e-commerce, and advertising use across platforms.
- Integrated AI tooling into 2D and 3D workflows, significantly reducing project turnaround times and improving pipeline efficiency.
- Drove innovation by leveraging 3D and AI expertise to keep Walmart at the forefront of AI-driven design adoption.

02 META London, UK 2022—2024

Art Manager

- Led, managed, and mentored a multidisciplinary team of artists, art leads, and producers.
- Directed the design and development of high-quality art and animation, ensuring a seamless and intuitive user experience.
- Accelerated asset delivery by 35%, enabling 11 product teams to ship 60 high-priority projects ahead of schedule, driving an iRev win of 0.14% (\$75M / year).
- Developed 3D pipelines for Avatar projects from concept to execution, driving storyboarding, prototyping, and visual direction experiences.
- Acted as strategic partner to stakeholders and executive leadership, aligning on prioritization, resourcing, and budgeting.
- Collaborated with engineering, design, and marketing to integrate animation and art into UI / UX, delivering industry-leading 0-1 projects on tight deadlines.
- Partnered with art leads to develop and optimize 3D assets, producing visually compelling animations and prototypes.
- Presented creative vision to executive leadership and championed team needs to build the world-leading Avatar system.
- Provided thought leadership in establishing and evolving direction, goals, and processes to execute near- and long-term vision.

EXPERIENCE

03

ACCENTURE

London, UK

2019—2021

Lead Designer (Animation and Video)

- Managed 2D, 3D, and AR design projects independently, delivering innovative solutions using VR and AR for clients worldwide.
- Led cross-functional teams through design projects, from concept to execution, across motion, digital, and experiential design.

04

SAMSUNG CHEIL

Dubai, UAE

2018—2019

Design Manager

- Led creative executions for Samsung's S9, S9+, Note 9+10, and S10 campaigns, achieving success in Asia and the Middle East.
- Created design strategy that boosted production speed, quality, and increased client demand for animation by 60%.
- Produced and delivered all animation / motion graphics and design across TV, retail, cinema, and online platforms.

05

HAVAS LIFE MEDICOM

London, UK

2014—2018

Senior Creative

- Mentored and led a team of motion designers.
- Recruited a multidisciplinary team.
- Launched a new business unit for animation services.
- Developed a profitable 3-tier motion design service model.
- Established design best practices across the company.
- Won new business through client presentations.

ADDITIONAL

06

GIMO

London, UK · Senior Art Director

2011—2014

Led a team of 20 designers and developers across Europe. Drove a shift from desktop to mobile gaming. Generated higher revenue. Oversaw artistic direction for various games and platforms. Managed successful international campaigns.

EDUCATION

RAVENSBORNE COLLEGE OF ART & DESIGN

London, UK · Bachelor's, Animation & Computer Visualization · 2009

TECHNICAL

AI TOOLING & AGENTS

AI Automation

OpenClaw

Claude Code

ART & DESIGN

3D

2D

Adobe Suite

Unreal