

Sam Cundall

Character Animator and Director

Short Biography

I trained as a traditional animator and I have 15 years experience as a director and animator with social media content, commercials, games, music videos and children's series for TV and online. I completed the Animation Mentor course in 2013 and I am currently Animation Director at Skype, London. I have 2 children and enjoy sailing.

Skype, Creative Animation Director (Mr. Emoticon) 2015 - Present

Responsible for creating personal expression content for cross platform Skype clients. Connecting with our 350m user base by expanding engagement with partnerships such as Coldplay, Sir Paul McCartney, Liverpool FC, Rovio (Angry Birds), Disney and in house content. Developing concepts, liaising with clients and directing an in-house team, 3rd party production companies.

Passion Pictures, Animation Director and Supervisor 2014 - 2015

Working with Director Julian Frost as day to day animation director on a campaign to produce 3 x 20" UK commercials and a series of 10" animations for digital escalator panels and LCD displays at London tube stations.

Freelance, Animator and Director in London, 2001 – on going.

Character animation for a variety of clients using paper, Flash, After Effects and CGI. Most recently CGI for Passion Pictures "Les Furets" commercials and Flash interactive game animations for Unit9 "TitanFall" and "Cornetto Devils & Angels".

Children's TV series "Iconicles", Series 2D Director 2010 - 2011

Working with producer Alan Dewhurst, to deliver 26 x 30' Episodes for BBC. Responsible for character designs and animation style of the 2D element of "Iconicles". Involved directing voice artists, visualizing scripts and directing a team of character riggers and animators.

Passion Pictures, Director of "The Adventures of One Eskimo" music videos, 2009

Working with Warner Premiere and the band "One Eskimo". I formed Notion Digital to co-produce 8x 4" music videos with Passion Pictures. - [Official selection SICAF 2010](#)

Graduation Film, 2001

Cut out Animation, Graduation film 5", Arts Institute at Bournemouth

"Mr Kalkoen" - [World Premiere - Edinburgh Film Festival 2001](#), [Official selection - Annecy Animation Festival 2002](#), [European Way\(s\) of Life – Carousel de Louvre, Paris 2002](#), [Southampton BBC Big screen 2003](#), [British Council Tour - Turkey, Kolen, Teran.](#)

Qualifications

2013	Diploma in Advanced Character Animation Studies, Animation Mentor. Mentors: Keith Osborn, Michelle Meeker, David Burgess and Sean Sexton.
2001 – 2002	Postgraduate Certificate in Animation, Central Saint Martin's College of Art and Design, Distinction
1998 – 2001	BA (Hons) Film and Animation, The Arts Institute at Bournemouth, 1st Class Honours
1997 – 1998	BTEC Foundation course in Art and Design, Falmouth College of Art and Design, Distinction
1989 – 1997	10 GCSE's, A-C, 3 'A' levels, Mathematics, Art and Physics, Ryde School, Isle of Wight

BA & Postgraduate: Traditional & cut out animation. Animation Mentor: CGI Maya. Self-taught: Flash, After Effects.

Main Software

Celation2D, Adobe Flash (Animate), After Effects, Illustrator, Photoshop, Autodesk Maya, Softimage and Cinema4D

Team building and sports

Silver Duke of Edinburgh Award

Senior Dinghy Instructor & Powerboat Instructor, First Aid qualified 1995 till present

Rock Climbing, Cycling, Swimming, Sailing