

Anthony N. Marghella, MBA

Founder / Studio Owner | Senior 3D Animator & Motion Designer | AI-Enabled Workflows

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SUMMARY

Founder and Studio Owner delivering high-end 3D animation, motion design, and simulation-driven VFX. MBA-backed creative leader combining expert Cinema 4D, Redshift, and Adobe workflows with AI-augmented production strategies. Engineers custom LLM and automation pipelines to accelerate ideation, compress iteration cycles, and secure reliable, brand-safe results.

CORE STRENGTHS

Creative & Animation Direction • 3D Motion Design & Look Development • AI Workflow Integration • Pipeline Automation & Custom Tooling • Storyboarding & Visual Development • Advanced Simulation (Particles/Fluids) • Compositing & Tracking • Editorial • Strategic Stakeholder Management • Team Leadership

AI & EMERGING TECH

- Use-Case Discovery: Mapped operational workflows, prioritized high-value pilots, and defined success metrics to drive stakeholder alignment.
- Designed LLM Architectures: Created structured prompting strategies and reusable patterns to standardize AI interactions.
- Executed Rapid Prototyping: Built internal tools and utilities in Python and JavaScript, integrating APIs to streamline repetitive processes.
- Built Production Automation: Developed reusable scripts, templates, and prompt patterns that increased iteration speed while maintaining high quality standards
- Managed GenAI Strategy: Evaluated emerging technologies in image, video, and 3D generation, establishing guardrails for IP safety and brand compliance.

PROFESSIONAL EXPERIENCE

Owner / Creative Director & Senior Animator, Independent 3D Animation Studio

2021 – Present

- Lead end-to-end 3D animation and motion design from concept through delivery; translate business goals into clear creative direction.
- Use-case discovery: map workflows, prioritize pilots, define success metrics, and align stakeholders.
- LLM workflow design: structured prompting, reusable prompt patterns, and human-in-the-loop review for accuracy and consistency.

- Rapid prototyping: internal tools/side apps in Python/JavaScript; comfortable integrating APIs and automating repetitive tasks.
- Own scope, estimates, schedules, and feedback cycles; communicate proactively with stakeholders to align expectations and keep delivery predictable.
- Design production pipelines across Cinema 4D, Houdini, and After Effects; leverage scripting + AI-assisted tooling to accelerate iteration, troubleshooting, and versioning.

Senior Animator, Einhorn Media Group (Design Firm)

2015 – 2020

- Delivered high-end 3D animation and motion graphics under tight timelines; partnered with creative directors and producers to align work with brand systems.
- Produced modeling, animation, simulations, lighting/rendering, and compositing for multi-channel deliverables; optimized scenes for performance and render efficiency.

Adjunct Professor, Motion Graphics / Animation

Point Park University & Art Institute of Pittsburgh

2017 – 2021

- Taught motion graphics and 3D animation workflows; developed curricula and coached students on critique, production planning, and portfolio readiness.

EDUCATION

Master of Business Administration

Seton Hill University | 2014

B.S., Visual Effects & Motion Graphics

The Art Institute of Pittsburgh | 2010

TECHNICAL SKILLS

Cinema 4D • Houdini • Redshift • X-Particles • RealFlow • After Effects • Premiere Pro • Photoshop
• Adobe Audition • Python • JavaScript • HTML • Xpresso • COFFEE • LLMs • API prototyping •
Prompt Engineering • LLM Workflow Design • GenAI Workflow Integration