

LEON BAISDEN

Art Director & Motion Design Lead · 3D & AI Production

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PROFILE

Art director and motion design lead with 15+ years across product launches, brand campaigns and broadcast. Combines creative direction with hands-on 3D and motion expertise to shape visual language and guide work from concept to delivery. Experience includes LG, Meta, EA and Comcast, with a growing focus on practical AI production tools and workflows.

EXPERIENCE

Xfinity Creative · Senior 3D Artist / Motion Designer · 2019 - 2026

- Led 3D visual development for broadcast and digital campaigns, spanning look development, lighting, animation and rendering.
- Drove concept-to-final workflows in collaboration with creative and engineering teams.
- Integrated generative AI into ideation, image and video generation, and visual iteration.

NEDS.AI / Independent AI Creative Tools · Founder / Designer & Builder · 2025 - Present

- Builds creative tools and workflows for image, video, previsualization and motion production.
- Develops ComfyUI pipelines, connects commercial AI APIs and runs local models on multi-GPU infrastructure; prototypes tools with Codex and Claude Code.

The Mill · 3D Artist / Motion Designer · 2019

Produced cinematic product visuals, supported VFX teams and optimized render strategies.

Definition 6 · 3D Artist / Motion Designer · 2018 - 2019

Delivered broadcast spots and graphics toolkits for network brands.

GMD Three Studio · 3D Artist / Motion Designer · 2012 - 2018

Created award-show and concert visuals; managed end-to-end post-production workflows.

Freelance · 3D Artist / Motion Designer · 2008 - Present

Created product, technology and entertainment visualization for global clients.

SELECTED PROJECTS

Xfinity Creative: The Wifi Is Booming (2025); Olympics campaign (2024)

LG: AI processor product launch (2024) · **Meta:** Oculus product launch (2019)

CBS Sports: Dream Big Super Bowl commercial (2019)

CAPABILITIES & TOOLS

Creative: Art direction, concept development, motion design, product visualization, look development, lighting and rendering, 3D modeling, texturing, CAD-to-3D workflows.

Production: Cinema 4D, Redshift, Octane, After Effects, Photoshop, Illustrator, Premiere Pro, Substance Painter, ZBrush, X-Particles.

AI & workflows: ComfyUI, generative image and video, previsualization, image/video APIs, creative automation, local GPU inference, Codex, Claude Code.