

ACCOLADES

"Tory is the complete package. She is a leader, a strategic thinker, and a superior creative mind. Watching her work was truly something special. She comes with a strong idea and vision a project while helping her team stay motivated and working hard. The only thing to rival that is her ability to dream up big, creative ideas."

– Peter H., Chief of Staff

CHIEF CREATIVE OFFICER

Product Design & Development | Creative Operations | Brand & Storytelling

An accomplished, multi-faceted senior leader with broad expertise spanning creative design, technology integration, project management, and digital marketing. Leads all facets of creative production, from pitching and storytelling to managing complex projects and product launches. Brings award-winning creativity to spark fresh ideas and drive innovation that resonates with a new generation of consumers. Optimizes workflows and embraces cutting-edge technologies and AI for enhanced productivity. Manages and inspires high-performing teams, providing creative direction from conceptualization to execution, ensuring projects align with company vision.

EXECUTIVE IMPACT

Strategic Planning | Revenue Growth | Coaching & Mentoring | eCommerce & Marketing
NFT Sales | New Business | Creative Vision | Rebranding | Market Trends | AI | Consumer Interests | Process Improvement | 3D Printing | Culture Development | Project Leadership
Communication & Collaboration | Product Design & Development | Value-Add Solutions
Operational Excellence | Illustration | Visual Design | Print Design | Animation | VFX

CAREER HIGHLIGHTS

- Recognized with the 2016 Scientific and Engineering Award at the Academy Awards. Contributed to 4 award-nominated features, including the BAFTA-winning "Kubo and the Two Strings," significantly improving production speeds.
- Founded the NFT 10K collection Spacebots, established a strong online presence, and successfully sold the collection, later acquired by Tafi and Coinbase for the NFT day headline.
- Led conceptual creative efforts for iconic projects like Air Jordan 3 RTNA, Converse All-Star Pro BB, and Jordan Trunner 2019, integrating design, storytelling, user experience, and technology.
- Secured multi-year contracts with Fortune 500 brands such as Coca-Cola, Times, HBO, and Paramount.
- Launched a groundbreaking technology shoe featured in Wire magazine and exhibited at Kew Gallery, London.

PREVIOUS EXPERIENCE

Daz 3D

SALT LAKE CITY, UT

Vice President Creative Director | 2022 – Present

Provides executive leadership across the creative function, defining strategy and revolutionizing 3D digital art and AI-driven projects. Directs internal cohesive branding and messaging efforts, aligns artistic vision with corporate objectives, and fosters innovative content creation to enhance creativity and technology integration. Leads production teams in crafting engaging video teasers for pitches and product releases. Overcame challenges in eCommerce and marketing, redesigned email campaigns, landing pages, and the company's website for improved consistency and design.

- Grew company revenue from \$24M to \$31M.
- Engineered a strategic email campaign in eCommerce email marketing, resulting in an 81.06% YoY increase in conversions and a 12.48% growth in revenue in 2023.
- Enhanced workflow efficiency by 40% through the development of the Bento Template Design System.
- Achieved a YoY cost reduction of \$2.3M through process optimization, utilizing internal resources and advanced technology, significantly improving designer efficiency and accelerating iteration cycles.
- Selected by leadership to build an internal subscription network, overseeing UI/UX design, video content, concept artistry, and managing 300+ 3D artists for production and development, as well as strategic marketing initiatives.
- Introduced 3D face transfer technology to transfer photos onto 3D models, supported by AI technology.
- Developed and iterated email designs, and introduced A/B testing strategies, resulting in an 18% uplift in email engagement, and contributing to an 11% increase in new user subscriptions for Daz3D memberships.
- Restructured department roles and workflow, reducing designer errors by 38%, including header typos, alignment issues, and quality concerns.
- Led strategic updates to the DAZ3d website with an 18% increase in retail merchandising, while email redesign campaigns increased eCommerce performance by 20%. Subscription memberships drove a steady revenue stream.

Vice President Creative Director | 2022 – Present

Hired to bring structure to the company, initially managed NFT production, and excelled in video content creation. Utilizes innovative AI-based tools to support software and marketing efforts. Noteworthy campaigns include "Timex" NFT, Warner Bros (WB) Holiday card, and ATARI, featuring a Web3 Avatar customizer for personalized NFT creation. Oversees top-line development and marketing teams. Manages a team of 20 and a cross-functional team of 300+ artists.

- Successfully generated \$7M from NFTs and secured a multi-year contract with Coca-Cola.
- Expanded Tafi's creative scope for digital work by adding video animation and 2D projects.
- Forged strong alliances with Yellow and Stability AI, leading AI and technology innovators, to develop advanced 3D generative AI tools and enhance the AI Image Generator capabilities for gaming companies like Roblox.
- Pitched compelling project narratives, securing multi-year contracts with Coca-Cola and Paramount.
- Led Coca-Cola initiatives that raised \$575K for charity (Olympics 2022) and a \$543,660, 80K units sold, 72-hour sale for the Masterpiece collection in August 2023.
- Founded a digital collectibles collection, launched as Coinbase's NFT day headliner, and sold out its 9,999 collection in 2.5 minutes. Increased value by XX% and still holds increased profit for the holders at 14900% value and brought in 67K additional revenue on the secondary market. Reached impression 57k on Twitter (X).
- Launched NFT Avatar customization campaigns, earning \$506,673 in a day
- Directed impactful content for major brands and projects, including Coca-Cola, Atari, Roblox, Timex, Warner Brothers, Paramount, RoboCop, Louis Vuitton, HBO (Game of Thrones teaser), and a project featuring Tom Hanks, resulting in over 14M views on YouTube.

NIKE

BEAVERTON, OR

Design/PM Director, Creative | 2018 – 2022

Hired to integrate 3D into Nike's prototype footwear process, optimize existing printers for cost savings, and increase output in Tinker Hatfield's designs. Key projects included Converse All-Star Pro BB and Jordan Trunner 2019. Pivoted to the exploration team, and significantly contributed to design and prototyping processes, overseeing projects like Air Jordan 3 RTNA. Led efforts to integrate design, storytelling, user experience, and technology. Guided cross-functional teams in innovative design trends, enhancing creative processes and operational efficiency through strategic planning and effective international vendor relationship management, including successful contract negotiations.

- Achieved a 10x increase in design workflow efficiency and oversaw outsourcing models with partners in Taiwan, Japan, and China for BETA technology, resulting in a 10x increase in prototyping speed.
- Key role in the RTNA project and focused on refining the process for printing color and patterns directly onto shoes.
- Created bug-themed designs for Tinker Hatfield which were translated into final product and publicly displayed in England.
- Advanced 3D printing, leading to a \$2.5M savings in Year 1 by reducing the need for hand-painted prototypes.

LAIKA STUDIOS

HILLSBORO, OR

Lead Artist, Creative Technology | 2007 – 2018

Collaboratively led a team in writing pitches, generating ideas, and overseeing prototype development. Fostered creativity within the team, bridging the gap between digital design and physical production, while elevating quality of deliverables. Managed global outsourced partners, budgets, and workflows.

- Dramatically reduced production time for character faces by approximately 95.49%, streamlining the process from 9.75 hours per face in "Coraline" to about 0.44 hours per face in "Missing Link."
- Facilitated a reduction in cost per face by over 86%, decreasing from \$475 in "Coraline" to \$63.82 in "Missing Link," inclusive of cumulative research investments.
- Pioneered technological innovations in stop-motion animation, leading integration of new 3D printing technologies, transitioning from ZCorp powder printing in "ParaNorman" to Stratasys full-color printing in "Missing Link."
- Successfully increased the number of faces printed by over 530% from "Coraline" to "Missing Link."
- Explored and integrated new technologies across projects, including early innovations with HP, solidifying Laika's position as a leader in technological advancement and creative storytelling.
- Elevated production efficiency, capacity, and scale in texture painting by painting 30 puppets for "Boxtrolls," a 150% increase from 12 characters in "ParaNorman," marking a significant growth in handling large-scale projects.
- Achieved a remarkable 60% reduction in painting time per character, from 5 weeks in "ParaNorman" to just 2 weeks for "Boxtrolls," improving efficiency without compromising artistic quality.
- Awarded the 2016 Scientific and Engineering Award at the 88th Scientific & Technical Awards of the Academy of Motion Picture Arts and Sciences (Oscar®).

EARLIER CAREER

Color Design, Model Maker, Hasbro, Inc., Pawtucket, RI

EDUCATION

Master of Fine Arts (MFA) Expected 2024 | Academy of Art University
Bachelor of Fine Arts (BFA) | Lyme Academy College of Fine Arts

HONORS & AWARDS

- Scientific & Technology Oscar® (2016): Sci-Tech Awards: Martin Meunier And Brian Mclean
- Kubo And The Two Strings (2016): Nominated For The Academy Award For Best Animated Feature And Best Visual Effects, Won The BAFTA For Best Animated Feature, Won Three Annie Awards
- The Boxtrolls (2014): Nominated For The Academy Award For Best Animated Feature, Nominated For The Golden Globe Award For Best Animated Feature, Won Two Annie Awards
- Paranorman (2012): Nominated For The Golden Globe Award For Best Animated Feature, Nominated For The Academy Award For Best Animated Feature, Won Two Annie Awards
- Coraline (2009): Nominated For The Academy Award For Best Animated Feature, Nominated For The BAFTA Award For Best Animated Feature, Nominated For The Golden Globe Award For Best Animated Feature Film, Won Three Annie Awards

Shows / Awards:

- Naturally Brilliant Colour Exhibition On Lifescaped's Experiments With Bringing Structural Colour To Real Products At The Royal Botanic Gardens, Kew, Outside London (2021)
- OM ART, IM META NFT Live China Exhibit And Online IM Meta Future Art And Technology Exhibition | Tory's Work Is Where Traditional Form Meets Digital Expression
- Grant Winner, Train Station Books Boats & Brushes (2006)- Best In Show, First And Second Place, Connecticut Commission On The Arts, Urban Artist Initiative (2002 - 2003)
- First Place, Connecticut Commission On The Arts, Free Parking, Billiard Chalk (2002)
- Copley Society Of Art Annual Awards Of Merit, Reflections (1999)

ACCOMPLISHMENTS

Publications:

- The Art of The Boxtrolls by Philip Brotherton (Contributor) The Art of the Boxtrolls Review
- The Art and Making of ParaNorman by Jed Alger (Contributor) The Art and Making of ParaNorman Review
- Creative Bloq on Color Matching in 3D Printing: How to approach color matching with 3D printing
- Wired UK Article on Nike Air Jordan 3 RTNA: Nike's concept Air Jordan 3 RTNA puts butterfly tech on your feet
- 3D printers boost look of Laika's 'ParaNorman'
- Famous Faces - How LAIKA is pushing the boundaries of 3D printing for animation
- The Case of Stop-Motion Part 2: What I LAIKA 'Bout You
- From 'Coraline' to 'Kubo': A Look at the Evolution of LAIKA's Stop-Motion Animation
- How Laika Pushed 3D Printing to New Heights with the Boxtrolls
- Learn Laika's Lessons for Full-Color Printing

Illustrated Books:

- The Story of Joe, the Goat-Fox Kindle Edition by Roland Dunham (Author), Tory Bryant (Illustrator)
- Mystical Merfairies by Anna Troiano, Tory Bryant (Illustrator)

Interviews:

- Foundation Blog Interview: Tory Bryant has an eye for design
- Mograph Podcast Interview on Facebook: Mograph Podcast Interview on Facebook

Speaker:

- Tech-Moms: <http://www.tech-moms.org>
- Animation Department: The Federal University of Santa Catarina, March 2021 <http://ufsc.br/>