

ROB TENDY

Video + Motion Design • Creative Direction • Production Leadership

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Motion designer, animator, and producer/director with nearly a decade of experience across nonprofit storytelling, cultural programming, education, and branded content. I lead 92NY's video department, developing concepts and guiding a four-person team while staying hands-on from production through final polish. My work supports fundraising, audience engagement, and public access to arts and education.

Professional Experience

92NY (The 92nd Street Y, New York)

Director, Digital Video Production • 2024-Present

Video & Motion Graphics Producer • 2022-2024

Major NYC cultural and community nonprofit

- Lead a four-person video department, overseeing creative development, budgets, schedules, and delivery for marketing, fundraising, executive communications, and cultural and educational programming.
- Shape concepts and visual approaches for video and motion; guide designers and producers through execution, with detailed feedback and room for their creative contributions.
- Produce, direct, interview, shoot, edit, and animate; contribute hands-on finishing to team projects with close attention to timing, visual detail, and sound.
- Partner with Marketing, Design, Social, program leaders, and executives to translate institutional priorities into engaging stories for digital platforms and live events.
- Manage overlapping studio, field, live, and post-production workflows; allocate team and freelance resources to balance creative ambition with deadlines and capacity.
- Video work has contributed to millions of dollars in donations and earned revenue; digital output supports 92NY's YouTube presence of 500K subscribers.

Smile Train

Social Video Producer • 2022-2024

Global nonprofit and the world's largest cleft-focused organization

- Conceptualized and produced social video campaigns supporting awareness, fundraising, and audience engagement around global cleft care.
- Developed content from concept through delivery, adapting storytelling and edits for social platforms.

Additional Experience

Fusco Productions • **Production Generalist / Motion Designer** • 2019-2022

- Delivered motion design, editing, camera operation, gaffing and lighting, and sound mixing for commercial and branded productions.

Freelance • **Producer / Videographer / Photographer** • 2018-Present

- Produce, shoot, edit, and design motion graphics for independent clients and mission-driven organizations.
- Uncap the House: developed the visual concept and client-approved style frames, then designed, animated, and edited the commissioned explainer.

Production & Creative Skills

Motion & post: After Effects • Blender • Motion design • Compositing • Premiere Pro • Editing

Production: Directing • Interviewing • Camera & lighting • Studio & field production • Livestreaming

Leadership: Creative development • Team mentorship • Production workflows • Budgets & schedules

Additional tools: Audio recording & mixing • Adobe Audition • Photoshop • Ethical AI-assisted workflows

Selected Projects

DEL Dancing Phonics from 92NY

Creative Producer · 2026

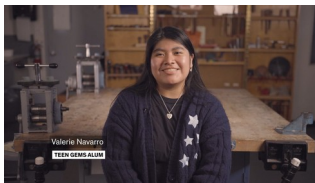
- Creative Producer on a 10-video K-2 literacy series combining live action, dance, music, and animation, developed with dance-education and literacy experts.
- Helped define the visual identity and production approach, from staging, camera and lighting plans to animation/VFX integration, post-production workflows, and sound-design feedback.
- Contributed hands-on animation and compositing, guided the team's execution, and helped develop the YouTube release strategy.

Emily Spinach

Co-Creator / Producer · 2021

- Co-created and produced an original children's television pilot about empathy, feelings, and joy, carrying the project from concept through completion.
- Raised more than \$20,000 and assembled and led roughly 30 collaborators, managing the production budget, schedule, and creative process.

Selected Work



92NY · Teen Gems

*Institutional storytelling
Free jewelry education
for NYC public-school teens*

[Watch Video](#)



Tisch Season

VFX, compositing & editing

[Watch Video](#)



Uncap the House

*Concept, design & animation
Commissioned explainer*

[Watch explainer](#)



DEL Dancing Phonics

Visual identity, live action & animation

[Series intro](#)

Teaching Experience

American Academy of Dramatic Arts · **Faculty Member** · 2019-2022

Taught voice, speech, and voiceover; developed a course in voiceover technology and editing.

New York Film Academy · **Faculty Member** · 2018-2019

Taught introductory on-camera storytelling.

AMDA · **Faculty Member** · 2018-2021

Taught voice and speech.

Education

University of California, Irvine · **MFA, Acting & Directing** · 2018

Studies included digital media production, cinematography, and digital engagement.

Binghamton University · **BA, Acting & Directing** · 2015

Ben Marriott · **Master Motion Design** · 2018

Continuing Education

AMDA DEI Curriculum Review Committee Collaborated with students, alumni, and administration to make curriculum more equitable and inclusive.

Anti-Racism Training Chianti Blackmon, NYC · Leslie Ishii, LA

Unconscious Bias Training GrayWolf Consulting