

Saam Gabbay

cv/2016



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[Online photography and directing portfolio](#)

[Online CV](#)

Introduction

I am a creative director, filmmaker, and still photographer with a background in motion graphics, an advertising industry veteran inspired by collaborative environments

I bring magic! I thrive on creating win-wins. via a dynamic, philosophically driven practice that enables inspired, genuine acts of exchange among creative teams, management, production, and clients.

Professional Experience

bGiant, 2012-present

Founder/ Creative Director / Director / Photographer

- Communicate clients' vision through deep listening, creativity, and expert execution.
- Roster includes Autoliv (world's largest automotive safety company), CBR (world's largest stem cell storage facility), Elephant Action League, Miss Me Jeans, Petrolicious, ViiV Pharma, TrueCar.com, Warner Bros. Pictures
- Project Example: Miss Me "Let Yourself Shine" campaign, 2015/16 concept: create a truly stand-out world of nature and reflections without special effects. Concept pre-vis in 3D software, built a box out of interrogation glass, and populated the set with cherry blossoms, grass turf, and Bella Thorne. Results: Client reports that "This is the best shoot we have experienced" and increases ad-buy by 400%.

HUMUNCULUS, 2000-2012

Founder / Designer / Director

- Founder of Venice, CA based motion graphics / hybrid production company
- Diverse projects include CG animated commercials for Toyota, music video for Jem, multimedia festival projects for Coachella Valley Music Festival. Clients include Apple, Infiniti, Nickelodeon, Sony Playstation, and The Republic of Taiwan
- Project Example: Recording artist Jem saw my photofilm, "A Sad Day," she wanted to use my animated photo technique (staggered sequence of photos edited into film) for her official video for her single, "It's Amazing," as heard in Sex and the City the movie and the Julia&Julia trailer, from her album Down To Earth. I shot over 27,000 images to edit into photofilm. The video has been seen 5,000,000 times and counting.

Gadget School, 1995-1999

CEO/Designer/Director

- Founded one of the pioneer motion graphics and hybrid production companies in the US, producing broadcast design, music videos, commercials, including live action and animated spots
- Managed creative development and production of all projects. Clients include the X-Files, the Taco Bell Chihuahua, and Energizer as well as music videos for Reprise Records and Warner Bros. Records
- Project Example: I created an innovative music video to bring Eric Clapton's sound collaboration with electronic music writer/producer Simon Climie to the MTV electronic music market. The video for T.D.F. "Ripstop" animates action-sports superstars with a superflat collage technique and nonsequiters. MTV US still uses the Ripstop track on the air, and the album paved the way for Simon's future collaborations with B.B. King and Eric Clapton.

Freelance Motion Graphics Designer, 1993-1995

Designer / Animator

- Clients include Apple Computer, BMW, and Hallmark
- Project Example: I created a personalized graphic end-tag for each Apple PowerPC spot, using film animations of creative icons. Personalities like Oliver Stone and Spike Jonze were thrilled with the context.

Education

UCSB, 1990-1992

BA in Art Studio (Photography, Video, Installation), Created the Art Studio Department's Student Gallery, started UCSB Art Studio Student Government

Sci-Arc, 1989-1990

Architecture

UCSB, 1987-1989

Biochemistry/Genetics

Speaking

Commencement Address, UCSB Art Studio Graduating Class, 2007

Visiting lecturer: UCLA DMA (Motion Graphics); Cal Poly San Luis Obispo (Photography)

Bibliography

Select Photography Commissions:

Big 51: Technology, Numero, Flash Art, ArtForum, Elle, Cosmopolitan

Select Articles Including Gabbay's Work & Expertise:

Bush, Z. (April 12, 2016). The Nomadic Life: Saam Gabbay. Outerknown. Retrieved from

<http://www.outerknown.com/journey/the-nomadic-life-saam-gabbay>

Bush, Z. (July 26, 2016). Seven Months in 2016 With Saam Gabbay. Outerknown. Retrieved from

<http://www.outerknown.com/journey/seven-months-in-2016-with-saam-gabbay>.

Gabbay, S. Reichhardt, Tony (editor) (March 4, 2016). An Aerial Photographer Asks: Could We Have Some Clarity in U.S. Drone Laws?. Retrieved from [http://www.airspacemag.com/daily-](http://www.airspacemag.com/daily-planet/aerial-photographer-asks-could-we-have-some-clarity-us-drone-laws-180958291/?no-ist)

[planet/aerial-photographer-asks-could-we-have-some-clarity-us-drone-laws-180958291/?no-ist](http://www.airspacemag.com/daily-planet/aerial-photographer-asks-could-we-have-some-clarity-us-drone-laws-180958291/?no-ist)

Landforce, C. (20__). *Guide to Aerial Photography*. TX: 3D Robotics.

Schmidt, B. and Thompson, B. (2015). *GoPro: Professional Guide to Filmmaking*. Peachpit Press, Pearson Education

Krasner, J. (2008). *Motion Graphic Design: Applied History and Aesthetics*. MA: Focal Press.

Toolbox

Software:

Expert Mac platform knowledge. Adobe Suite (especially Photoshop, Lightroom, Premiere), Apple Logic X, Apple Final Cut Pro, Ableton Live, Microsoft Suite, Keynote

Cameras:

Knowledge of most camera systems especially Canon D and C series, Sony A7 series, GoPro, Fuji X-series, Hasselblad, Yashica, film cameras; Drone platforms and cameras from Typhoon, 3D Robotics and DJI

Clients & Projects

ABC, Acura, Apple, Argon 18 Cycles, Arnold Worldwide, Autoliv, BBDO, Belvedere Vodka, Big Magazine, BoomBang, Burning Torch, Callaway Golf, Carolina Health, CBR, Channel [v], Citizen's Financial Group, City of Calgary, Alberta, Clive Wilkinson Architects, Coachella Valley Music Festival, Dailey & Associates, Dramatico Records Elephant Action League, Ehrlich Architects, Energizer, Fox, Game Show Network, Gap International, Gateway, Gensler, Grey LA, GSD&M, Harman International, The Harmon Hotel, HAVAS Worldwide, Iams, IFP, Infiniti, International Documentary Association, JWT / Team Detroit, Kinko's, Lemtrada, Miss Me Jeans, MGM Grand, Media Arts Lab / MAL, Miller Brewing Company, Mitrated, NAR, NBC, NEC, NetZero, Nickelodeon/MTV, Octagon, Patron Tequila, Petrolicious, Playstation, Pocari Sweat, Reprise Records, Ritte Cycles, RPA, Rugrats Go Wild, Saatchi & Saatchi NY, Seagate, Shell, Siltanen Partners, SocialMedia Link / SML, Southwest Airlines, Stride Gum, Sumitomo Bank, SYNDCTD, Taco Bell, Taiwan Tourism Bureau, TBWA\CHIAT\DAY, Toyota, TrueCar.com, Travel Channel, Universal Music Group, UPN, UrbanDaddy, ViiV Healthcare, Warner Bros, Records, Warner Music Group, Weather.com, Wieden Kennedy, XM Satellite Radio, Yahoo!

Testimonials

Eric Grunbaum, ECD, Media Arts Lab

"I've known and worked with Saam for over 10 years. On behalf of my clients, he has created stunning digital design, composed fresh original music, pulled off impossible photo shoots, and lent unique insights to strategic brainstorming sessions. But more than any of those individual skills, what I appreciate most about this Swiss Army knife of creative directors is the spirit he brings to projects. The best ideas only find life in the right atmosphere, and Saam's combination of openness, contrariness, curiosity and unlimited energy always help nurture that. In short, good stuff happens when Saam is in the

mix."

Eric Grunbaum, Executive Creative Director, [TBWA\Media Arts Lab](#)

Scott Painter, CEO, TrueCar.com

"Saam Gabbay is one of the most soulful people I know. He has the amazing ability to capture and encapsulate an event or concept in a single, powerful image or sentence."

Scott Painter, Founder / CEO, [TrueCar.com](#)

Clive Wilkinson, AIA, RIBA

"I met Saam Gabbay for the first time in the Pacific Ocean about ten years ago: at around the four foot deep mark. I'd say this unusual approach is really quite normal for Saam. He has a voracious appetite for discovering new things and ideas, and surrounding himself with the questions that matter in life. Sometimes these are highly scientific and sometimes purely artistic, making his range exceptional: he is what one calls a Renaissance man. This inclination is hugely valuable in the 21st Century as our times mirror the radical transformations that occurred in the 15th Century and focus on the rediscovery of what human potential means. We have worked together in recent times on both photography for the ad agency JWT in New York and in Visioning Sessions for the new KCRW radio station building in Santa Monica. Each occasion has been a delight."

Clive Wilkinson, President and Design Director [Clive Wilkinson Architects](#)

Geoff Crouse, CEO, Cord Blood Registry

"Saam has an uncanny ability to distill very complex ideas and feelings and be able to articulate them in a simple and beautiful way. We were thrilled to have him participate in the greater creative process. Saam brings to the table a unique perspective on the final product and is able to challenge and guide discussions to stretch for broader meaning and appeal."

Geoffrey Crouse, CEO, [Cord Blood Registry](#)

Juliana Jaoudi, Core & Emerging Market Solutions, LinkedIn

"Saam is an expert at helping individuals, teams and companies uncover their true identifies. When I worked at a travel start-up a few years ago, Saam led my colleagues and me through a discovery process that revealed our brand identity with clarity and conviction. We finally understood ourselves and our company. Saam brought a sense of confidence and calm to a room full of anxious executives. Like a shaman, he helped us tap into our core strengths and vulnerabilities (both emotional and those of the business). We felt energized and inspired working with him. And we had a blast! ...He is a genius brand builder. I can't recommend Saam enough. He leads a room of cynical business-types to the water and by the end, they are drunk on what they've learned about themselves and their organization. And they are thanking him (profusely) for his contributions."

Juliana Jaoudi, Core & Emerging Marketing Solutions, [LinkedIn](#)

Tylor Garland, Founder & CEO, BoomBang

"Part reflecting pool and part soothsayer; Saam's ability to connect with people's energy and surface their truth is undeniable. I've never seen him settle for the obvious perspective. He obsessively peels back the layers of all his relationships asking the questions that no one else wants to...or no that no else thinks to ask. Then, with his bizarrely polymathic toolbox, he transforms those insights into original brand narratives, photography and films. I've worked with literally hundreds of creative/ strategic types over the last 2 decades and Saam will always be an inspiration."

Tylor Garland, Founder & CEO, [BoomBang](#)