

TOBY COCHRAN

toby@biggrinproductions.com | www.linkedin.com/in/tobycochran | Los Angeles, CA

Toby is an award-winning director and creative producer with 20 years of experience leading and mentoring global teams across animation, games, and immersive media. Proven track record in recruiting, scaling, and developing top-tier artists, while fostering collaborative creative content for clients like Salesforce, Kuku Studios, Apple, ReelFX, and Disney. Recognized for fostering high-performing teams that create impact.

EXPERIENCE

Big Grin Productions, LLC

March 2017 – Present

Founder & CEO

- Turnkey production company that produces commercial, broadcast, video game, and animated film work from concept, pre-production, to final render.
- Supervised small and large teams, scaling over 500+ artists across the world, mentoring talent, and building sustainable workflows.
- Specializing in: story development, storyboarding, film & animation pitch decks, story animatics & editing, screenwriting & script doctoring, character designs, visual development, color scripts, 3D animation for games, commercials & films.
- Serviced over 100 clients, including: Marvel Studios, Apple, Salesforce, Reel FX (Netflix), Method Brand, Duality Robotics, Bill & Melinda Gates Foundation, Nestlé & Softbank Robotics.

Producer & Executive Producer

Offer management and consulting in storytelling, editing, Kickstarter planning, pipeline organization, artist oversight, and schedule coordination. Actively tackle early concerns and cross-pipeline obstacles to guarantee seamless execution for entirely remote teams.

- **"Double Smooth" 2025** - Dramatic short film set in prison, made with UE.
- **"Táng" 2025** - A Magical realism short with Chinese-American themes.
- **"Taga" 2025** – Live Action Filipino horror short film.

"LUKi & the Lights" (Director, 2021–2025)

- Directed/ Art Directed/ CG Sup/ Editor and Screenwriter of the first animated film featuring a character with ALS; selected for 100+ festivals, including 15 Oscar Qualifying festivals: Tribeca, Florida, Santa Fe, St. Louis, and Animayo, winning 50+ awards.
- Recruited, vetted, and managed a team of 100 artists across 17 countries. Interviewed 150 animators for a team of 24.
- Short was made with Unreal Engine, rendering in-engine, no composite process, with a hand-painted look and feel.
- Inspired by the true story of Anjo and Sascha, the film was completed in time for Anjo to see it before passing.
- Incorporated Dutch cultural elements, including tulip fields, a fun windmill house, and a nod to football. The story strikes a balance between personal emotion and medically and culturally specific details, appealing to a global audience. [LINK](#)

Apple – NDA Project (Creative Director, 2023 - 2024)

- Managed a 15-person crew to deliver 15,000 storyboards across eight original shorts in 5 months.

- Oversaw visual development, character design, and the production of two complete animatics, as well as directing music, sound effects, and voiceover recording sessions.
- Built a new pipeline utilizing Xsens MoCap suit with a hand puppet rig to a Sea Creature. Regulating the creature's speed by adjusting the elbow and wrist joints to manage timing.

"Bouncy" (Animation Sup / Creative Director, 2020)

- Managed, directed, and CG Supervised three 3D animated short films/ sing-a-longs for pre-school shows, which helped reduce children's anxiety during the pandemic by 70%.

Salesforce (Animation Sup / Creative Director, 2017-2019)

- Built the foundation for the company's 3D character program by redesigning mascots with feature film-quality rigs and managing international vendor feedback.
- Supervised Animation and provided feedback to cross-disciplinary teams, ensuring smooth collaboration between creative, technical, and production groups.
- Built a complete pose library and oversaw feedback on large-scale 3D printed sculptures for global Salesforce towers.

PLAYSTUDIOS

September 2013 – March 2017

Associate Creative Director

Lead Art Director on Mobile, Live Ops & Web Games

- Supervised and mentored a crew of 15 artists, conducting regular one-on-ones, team meetings, and creating creative sharing sessions to grow skills.
- Monitored performance, identified skill gaps and provided career development opportunities to help emerging leaders grow within the studio.
- Served as CD on 45+ mobile and web games, including the Shaquille O'Neal franchise.
- Directed motion capture with Shaq; wrote dialogue, supervised animation and oversaw character pipelines.
- Personally recruited and onboarded talent, responsible for 20% of new hires, while building a culture of growth and accountability.
- Revitalized the web game art team, streamlining production processes that brought delivery 4 months ahead of schedule.
- Animated on numerous games, providing 2D roughs to be used as guides for vendor studios, to fixing animation in Maya, or cleaning up in Unity.

EDUCATION

- Animation Collaborative 2012 - 2013, 2018
- Syd Field Workshops 2011
- Animation Mentor 2007 - 2009
- Robert McKee Story Seminar 2009
- Gobelins 2007
- The Art Institutes 2003 - 2007

SKILLS & PERSONAL INTEREST

- Adobe Suite: Photoshop, Premiere Pro, After Effects, Maya, Unreal, Basecamp, SyncSketch, Miro. Animated on Lego Universe (destroyed by Minecraft), loved it like Grandma's boy in the studio. 2007-2009. Passionate about personal development, attended 13+ Tony Robbins events, completed 12+ Spartan Races, and mentored kids with cancer at Kids & Arts Foundation. The Phil Jackson of managing and coaching artists. Loves recruiting and discovering talent. Father, husband, and Colorado State Ice Cream eating champion.