



MICHAEL ANDERSON

Senior Motion Graphics Designer

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SUMMARY

Exceptional Animated Graphics Designer with over a decade of experience in creating visually compelling animations that enhance brand narratives. Expertise spans across various industries, including entertainment, advertising, and digital media. Possesses a profound understanding of motion graphics principles, coupled with an innovative approach to storytelling through animation. Demonstrated ability to collaborate with cross-functional teams to deliver projects that exceed client expectations.

WORK EXPERIENCE

Senior Motion Graphics Designer Creative Media Agency

Jan 2023 - Present

- Developed high-impact animated content for various media platforms.
- Collaborated with creative directors to refine project concepts and deliverables.
- Utilized Adobe After Effects and Cinema 4D for animation production.
- Led a team of junior designers to ensure quality and adherence to project timelines.
- Implemented feedback from clients to enhance final outputs effectively.
- Analyzed viewer engagement metrics to refine animation strategies.

Motion Graphics Artist Digital Innovations

Jan 2020 - Dec 2022

- Created engaging animations for marketing campaigns and social media.
 - Designed storyboard visuals to communicate ideas effectively.
 - Worked closely with marketing teams to align animations with brand messaging.
 - Trained new hires on animation software and company standards.
 - Participated in brainstorming sessions to generate innovative concepts.
 - Maintained organized project files and documentation for future reference.
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EDUCATION

Bachelor of Fine Arts in Animation, University of Arts, 2014

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe After Effects, Cinema 4D, Animation, Storyboarding, Team Leadership, Project Management
- **Awards/Activities:** Awarded Best Animation at the National Advertising Awards, 2022.
- **Awards/Activities:** Increased viewer engagement by 30% through innovative animation techniques.
- **Awards/Activities:** Successfully led a project that generated a 25% increase in client satisfaction ratings.
- **Languages:** English, Spanish, French