



# MICHAEL ANDERSON

Creative Director

Creative and results-driven Creative Director with a robust background in animation and visual storytelling, offering over 10 years of experience in producing engaging animated content for various platforms. Expertise lies in conceptualizing and executing animation projects that effectively communicate brand messages and resonate with target audiences. Proven ability to lead diverse creative teams while fostering an environment of collaboration and innovation.

## CONTACT

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## EDUCATION

### Bachelor of Arts in Animation

University of Southern California  
2012

## SKILLS

- Creative strategy
- Team leadership
- Animation techniques
- Client engagement
- Project oversight
- Visual communication

## LANGUAGES

- English
- Spanish
- French

## WORK EXPERIENCE

### Creative Director

2020-2023

Dynamic Animations Co.

- Oversaw the creative direction of multiple high-profile animation projects.
- Implemented innovative storytelling techniques to enhance audience engagement.
- Managed a team of animators, providing guidance and support throughout production.
- Collaborated with clients to ensure project alignment with brand identity.
- Conducted market research to inform animation styles and trends.
- Reviewed final outputs to ensure they met quality standards and client expectations.

### Lead Animator

2019-2020

Creative Sparks Animation

- Developed engaging animated content for television and digital platforms.
- Collaborated with scriptwriters to ensure cohesive storytelling.
- Utilized animation software to create high-quality visual effects.
- Participated in client meetings to present animation concepts.
- Maintained production schedules to ensure timely project completion.
- Provided constructive feedback to junior animators to enhance their skills.

## ACHIEVEMENTS

- Increased audience engagement by 40% through innovative animation techniques.
- Successfully launched a series that became a top-rated program in its category.
- Received recognition in industry awards for outstanding animation quality.