



MICHAEL ANDERSON

Senior Explainer Video Designer

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SUMMARY

An accomplished Explainer Video Designer with a rich blend of creativity and technical proficiency. Demonstrated expertise in transforming complex concepts into engaging visual narratives that resonate with diverse audiences. Proficient in industry-standard software and techniques, ensuring high-quality production standards. Committed to continuous improvement and innovation in visual storytelling, maintaining a keen understanding of market trends and audience preferences.

WORK EXPERIENCE

Senior Explainer Video Designer Creative Media Solutions

Jan 2023 - Present

- Developed over 100 explainer videos for diverse clients, enhancing brand visibility.
- Utilized Adobe After Effects and Premiere Pro to create high-quality animations.
- Collaborated with marketing teams to align video content with branding strategies.
- Conducted client workshops to gather requirements and feedback, ensuring satisfaction.
- Implemented feedback loops to refine video narratives, resulting in a 30% increase in viewer retention.
- Trained junior designers in animation techniques and software best practices.

Explainer Video Designer Innovative Visuals

Jan 2020 - Dec 2022

- Created engaging explainer videos that effectively communicated complex information.
 - Leveraged storytelling techniques to enhance viewer engagement and understanding.
 - Managed multiple projects simultaneously, ensuring timely delivery of high-quality content.
 - Worked closely with clients to define project scopes and objectives.
 - Analyzed viewer analytics to inform future video content strategies.
 - Participated in industry conferences to stay updated on emerging trends and technologies.
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EDUCATION

Bachelor of Arts in Graphic Design, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe After Effects, Adobe Premiere Pro, Storyboarding, Animation, Visual Storytelling, Client Relations
- **Awards/Activities:** Awarded 'Best Animation' at the National Video Awards 2022.
- **Awards/Activities:** Increased client satisfaction ratings by 40% through improved project communication.
- **Awards/Activities:** Successfully led a team project that resulted in a 50% increase in video engagement metrics.
- **Languages:** English, Spanish, French