



MICHAEL ANDERSON

Senior Motion Designer

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SUMMARY

Visionary Motion Communication Designer with over a decade of experience in creating compelling visual narratives that resonate with audiences. Expertise lies in integrating advanced animation techniques with strategic storytelling to enhance brand messaging. Proven track record in leading cross-functional teams to deliver high-impact projects on time and within budget. Adept at utilizing cutting-edge software and technologies to push creative boundaries while maintaining a keen focus on user experience and engagement.

WORK EXPERIENCE

Senior Motion Designer Creative Solutions Agency

Jan 2023 - Present

- Developed and executed motion graphics projects for high-profile clients.
- Collaborated with marketing teams to produce engaging promotional content.
- Led design workshops to enhance team skills and creativity.
- Utilized Adobe After Effects and Cinema 4D for animation and visual effects.
- Managed project timelines and deliverables to ensure client satisfaction.
- Analyzed audience feedback to refine design strategies.

Motion Graphics Artist Innovative Media Group

Jan 2020 - Dec 2022

- Created animated explainer videos that increased client engagement by 40%.
 - Collaborated with scriptwriters and directors to conceptualize visual narratives.
 - Provided technical support and training for junior designers.
 - Optimized animations for various digital platforms, ensuring compatibility.
 - Conducted client presentations to showcase design concepts and solutions.
 - Maintained up-to-date knowledge of design trends and tools.
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EDUCATION

Master of Fine Arts in Motion Design, Rhode Island School of Design

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe After Effects, Cinema 4D, Storyboarding, User Experience Design, Project Management, Animation Techniques
- **Awards/Activities:** Recipient of the 2022 Motion Design Award for Best Animation.
- **Awards/Activities:** Increased client retention rates by 30% through innovative design solutions.
- **Awards/Activities:** Successfully led a project that won the 2021 National Advertising Award.
- **Languages:** English, Spanish, French