



Michael ANDERSON

MOTION GRAPHICS SPECIALIST

Innovative Motion Communication Designer with extensive experience in blending artistic vision with technical expertise to create captivating visual content. Specializes in motion graphics for digital marketing and social media platforms, ensuring that designs not only attract attention but also drive engagement. Proven ability to manage projects efficiently, from concept through to execution, while collaborating with diverse teams to achieve project goals.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Motion Graphics
- Digital Marketing
- Adobe Creative Suite
- Project Coordination
- Visual Branding
- Social Media Strategy

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN DIGITAL MEDIA,
UNIVERSITY OF CALIFORNIA, LOS
ANGELES**

ACHIEVEMENTS

- Increased social media engagement by 60% through innovative motion graphics.
- Developed a new design process that improved project delivery times.
- Successfully led a team project that won a local design competition.

WORK EXPERIENCE

MOTION GRAPHICS SPECIALIST

NextGen Media

2020 - 2025

- Produced motion graphics for social media campaigns that increased engagement rates.
- Collaborated with content creators to develop cohesive visual strategies.
- Utilized Adobe Premiere Pro and After Effects for editing and animation.
- Created templates for streamlined future projects.
- Conducted A/B testing on various designs to determine effectiveness.
- Presented project updates to stakeholders regularly.

GRAPHIC DESIGNER

Creative Minds Studio

2015 - 2020

- Designed visual content for print and digital platforms.
- Collaborated with clients to understand their branding needs.
- Managed multiple projects simultaneously under tight deadlines.
- Participated in creative brainstorming sessions to enhance team output.
- Maintained brand consistency across all marketing materials.
- Trained interns on design software and best practices.