



# MICHAEL ANDERSON

## LEAD MOTION GRAPHIC DESIGNER

### PROFILE

Dynamic Motion Graphic Designer specializing in digital storytelling through innovative animation techniques. With a robust background in both traditional and digital media, the professional excels at crafting visually stunning content that captivates audiences. Possesses a keen eye for detail and a strong understanding of design principles, ensuring every project aligns with brand objectives.

### EXPERIENCE

#### LEAD MOTION GRAPHIC DESIGNER

##### Innovative Media Group

2016 - Present

- Led a team of designers in creating award-winning motion graphics for various media platforms.
- Developed storyboards and visual concepts for client presentations, enhancing client engagement.
- Utilized advanced software tools to create high-quality animations that met client specifications.
- Incorporated feedback from clients to improve designs and ensure satisfaction.
- Analyzed market trends to inform design strategies and project direction.
- Trained and mentored junior designers, enhancing team skill sets and performance.

#### JUNIOR MOTION GRAPHIC DESIGNER

##### Media Makers

2014 - 2016

- Assisted in the creation of promotional videos that increased client visibility.
- Collaborated with senior designers to produce animations for advertising campaigns.
- Learned to use motion graphic software, enhancing personal and team productivity.
- Contributed to brainstorming sessions to develop creative concepts for projects.
- Participated in client meetings to understand project goals and objectives.
- Maintained a portfolio of work that showcased creative and technical skills.

### CONTACT

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- San Francisco, CA

### SKILLS

- Animation
- Storyboarding
- Adobe Creative Suite
- Client Relations
- Team Leadership
- Trend Analysis

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

BACHELOR OF ARTS IN ANIMATION,  
DIGITAL ARTS UNIVERSITY, 2016

### ACHIEVEMENTS

- Recognized as 'Employee of the Month' for outstanding contributions to team projects.
- Increased project efficiency by 25% through improved workflow processes.
- Received client commendation for exceptional design work on a major campaign.