

MICHAEL ANDERSON

Senior Motion Graphics Designer

- San Francisco, CA
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Distinguished Motion Graphics Artist with over eight years of experience in crafting visually compelling animations and graphics for diverse media platforms. Expertise lies in blending artistic vision with technical proficiency, utilizing advanced software to create dynamic and engaging content. Demonstrated ability to collaborate effectively with cross-functional teams to deliver projects on time and within budget constraints.

WORK EXPERIENCE

Senior Motion Graphics Designer | Creative Media Solutions

Jan 2022 – Present

- Developed high-impact motion graphics for various digital marketing campaigns.
- Collaborated with the creative team to conceptualize and execute compelling brand narratives.
- Utilized Adobe After Effects and Cinema 4D to create animations that enhanced user engagement.
- Led projects from initial concept through final delivery, ensuring alignment with client vision.
- Managed multiple projects simultaneously, meeting tight deadlines without compromising quality.
- Conducted client presentations to showcase animation concepts and gather feedback for iterative improvements.

Motion Graphics Artist | Visionary Productions

Jul 2019 – Dec 2021

- Created visually striking animations for promotional videos and social media platforms.
- Worked closely with directors and producers to ensure creative consistency across projects.
- Employed Adobe Creative Suite to produce high-quality graphics that adhere to brand guidelines.
- Participated in brainstorming sessions to generate innovative ideas for client campaigns.
- Optimized workflows by implementing new design processes, increasing efficiency by 20%.
- Facilitated workshops to mentor junior designers on motion graphics techniques and software proficiency.

SKILLS

Adobe After Effects

Cinema 4D

Adobe Photoshop

Adobe Illustrator

Storyboarding

Creative Direction

EDUCATION

Bachelor of Fine Arts in Graphic Design

2015

University of the Arts

ACHIEVEMENTS

- Received the 'Best Motion Graphics' award at the National Advertising Awards in 2022.
- Increased client engagement by 35% through innovative video campaigns.
- Successfully completed over 50 high-profile projects, consistently exceeding client expectations.

LANGUAGES

English

Spanish

French