



Michael ANDERSON

SENIOR PRODUCT RENDERING ARTIST

Strategic Rendering Artist with a strong focus on product visualization, boasting over 7 years of experience in the advertising and marketing sector. Expertise in transforming concepts into visually striking 3D renderings that effectively communicate brand messages and product features. Skilled in working closely with marketing teams to develop visuals that resonate with target audiences, utilizing advanced rendering software to achieve optimal results.

CONTACT

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SKILLS

- Blender
- KeyShot
- Adobe Dimension
- Cinema 4D
- Adobe Photoshop
- 3ds Max

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN, SCHOOL OF VISUAL ARTS

ACHIEVEMENTS

- Recognized for excellence in product visualization at the Advertising Awards.
- Successfully completed over 100 product renderings, achieving a 95% client satisfaction rate.
- Streamlined the rendering process, resulting in a 20% cost reduction.

WORK EXPERIENCE

SENIOR PRODUCT RENDERING ARTIST

Ogilvy

2020 - 2025

- Led the development of product visualizations for major advertising campaigns.
- Collaborated with marketing teams to align visuals with brand strategy and messaging.
- Utilized Blender and KeyShot to create high-quality 3D renderings.
- Implemented new techniques that reduced rendering times by 15%.
- Presented visual concepts to clients, securing buy-in for creative direction.
- Mentored junior artists, fostering a culture of creativity and innovation.

RENDERING ARTIST

Saatchi & Saatchi

2015 - 2020

- Created compelling product visualizations for various clients in the consumer goods sector.
- Utilized Adobe Dimension and Cinema 4D to produce high-quality imagery.
- Worked closely with creative directors to ensure alignment with campaign objectives.
- Participated in brainstorming sessions to develop innovative visual concepts.
- Maintained an organized library of assets to expedite workflow.
- Engaged in client feedback sessions, incorporating suggestions into final outputs.