



Michael ANDERSON

DIGITAL SIGNAGE DESIGNER

Innovative signage designer with a strong emphasis on digital signage solutions and interactive displays, boasting over six years of experience in the technology-driven design landscape. This professional is adept at leveraging multimedia and interactive technology to create engaging signage that captivates audiences and enhances brand experiences. A strategic thinker with a background in marketing, capable of aligning design objectives with client branding strategies.

CONTACT

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SKILLS

- Digital Media
- Interactive Design
- Project Management
- Brand Strategy
- User Engagement
- Software Proficiency

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
INTERACTIVE MEDIA, TECH
UNIVERSITY, 2016**

ACHIEVEMENTS

- Increased client engagement by 50% through innovative digital signage solutions.
- Recipient of the 'Best Interactive Display Award' at the Digital Signage Expo 2021.
- Successfully led a project that received industry recognition for design innovation.

WORK EXPERIENCE

DIGITAL SIGNAGE DESIGNER

Tech Signage Solutions

2020 - 2025

- Designed and developed interactive digital signage for retail environments.
- Collaborated with marketing teams to create cohesive brand narratives.
- Utilized software such as After Effects and TouchDesigner for dynamic content creation.
- Monitored performance metrics to optimize signage effectiveness.
- Conducted user testing to refine interactive elements.
- Presented innovative concepts to clients, incorporating feedback into designs.

SIGNAGE DESIGNER

Creative Media Group

2015 - 2020

- Developed signage solutions integrating technology for enhanced engagement.
- Worked with cross-functional teams to execute multimedia projects.
- Created storyboards for animated signage content.
- Managed client relationships to ensure satisfaction and repeat business.
- Conducted workshops on digital signage trends for clients.
- Evaluated emerging technologies to inform design practices.