

# Michael Scott

SENIOR GRAPHIC DESIGNER

michael@mscott.design

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## SKILLS

Experienced Senior Graphic Designer with a strong multidisciplinary background in motion graphics, 3D animation, video editing, web development, and Google Ad certified in Search & Display marketing. Known for combining creative vision with technical skills to produce visually compelling content across platforms. Skilled in delivering high-impact visuals that elevate brand presence, engage audiences, and support marketing goals. Collaborative and detail-oriented, with hands-on expertise in Adobe Creative Suite, Blender, After Effects, front-end development, and data-driven digital campaigns.

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## KEY SKILL SETS

After Effects | Premiere Pro | Wordpress | Webflow | Video - Audio Editor | Motion | Animation | Midjourney | Stable Diffusion | AI Prompting | ChatGPT | 2D/3D VFX | Blender | Cinema 4D | Short Form | Kling AI

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## WORK EXPERIENCE

### MOTION GRAPHIC ARTIST

HOLLAND AMERICA | 1/2023 - 2/2024

- Created engaging motion graphics and animated content for travel campaigns, paid and organic social, and destination marketing across web, social media, and in-room displays.
- Collaborated with marketing teams to translate cruise experiences into compelling visual ads that boosted guest engagement and booking rates, including OOH, billboards, bus wraps and transit shelters.
- Delivered projects under tight timelines for seasonal promotions and global campaigns, ensuring high-quality output and consistent brand messaging across multiple platforms.

### SENIOR GRAPHIC DESIGNER

SYSTRAN SOFTWARE, INC. | 4/2018 - 12/2022

- Produced dynamic motion graphics, product animations, and promotional videos that brought complex tech solutions to life across digital platform.
- Designed high-impact HTML5 ads and developed responsive WordPress websites, alongside eye-catching print collateral for events and internal branding.
- Collaborated on integrated social media campaigns, boosting brand visibility and engagement across key tech, product releases and promotional channels.

### DIGITAL MEDIA SPECIALIST

YOUNGEVITY INTERNATIONAL | 10/2013 - 12/2016

- Created high-end animations, videos for executive presentations, corporate events, and brand displays.
- Designed & optimized promotional creatives for web and mobile, driving engagement across platforms..
- Scripted, shot, and edited video content for social media using After Effects, Premiere Pro, and Audition.

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## EDUCATION & CERTIFICATIONS

**Associate of Science** - Audio Production/Recording Engineering - Los Angeles Film School

**Google Search/Display/Video** - Certification - Exp. 2025

**Google Analytics** - Certification - Exp. 2025

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Driven by creativity and fueled by versatility, I bring a holistic approach to design that bridges visual impact with digital performance. With hands-on experience across the hospitality, tech, pharmaceutical, entertainment, and economic sectors, I've crafted engaging visual solutions tailored to diverse audiences and business goals. From concept to execution, I thrive on building meaningful, cross-platform experiences—and I'm excited to bring that expertise to a forward-thinking team where innovation, collaboration, and storytelling lead the way.