

Michael Scott

Sr. Graphic Designer

michael@mscott.design

Experienced Senior Graphic Designer with a strong multidisciplinary background in motion graphics, 3D animation, video editing, AI prompt engineering and image and video generation. 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, with emphasis in After Effects & Premiere Pro, also AI image gen tools such as Stable Diffusion, Midjourney, Kling AI, Luma AI, ChatGPT, and Runway ML.

CORE SKILLS

Midjourney – Stable Diffusion – Prompt Engineering – ChatGPT – 2D/3D Animation – Blender – Cinema 4D
Runway Gen 6 Turbo – Kling AI – After Effects – Premiere Pro – Video - Audio Editor – Motion Graphics

WORK EXPERIENCE

AI Prompt Engineer

AI Artist Loft, Atlanta, GA

March 2024 – April 2025

- Helped to create a working database of AI images for a new startup, using clear and detailed syntax to craft image prompts, and image to video using Midjourney, Kling AI, Runway ML, & ChatGPT.
- Built a repository of prompts from iterations and refining the results, learning how to be more specific and contextual to get the desired results, while staying on top of new features and developments.
- Used generative image ideas to animate in After Effects and Blender, drastically shortening the ideation phase and increasing quality output and flexibility with the selected images.

Motion Graphics / AI Artist

Holland America, Seattle, WA

January 2023 – February 2024

- Created engaging motion graphics and animated content for travel campaigns, paid and organic social, and destination marketing across web, social media, and cruiseliner 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 hubs.
- Delivered projects under tight timelines for seasonal promotions and global campaigns, integrating emerging AI tools, including Stable Diffusion and Midjourney into the design stack to expedite process.

Sr. Graphic Designer / Lead AI Artist

SYSTRAN Software, San Diego, CA

April 2017 – December 2022

- Produced dynamic motion graphics, product animations, and promotional videos that brought complex tech solutions to life for a leading international Machine Learning Translation software company.
- Designed high-impact HTML5 ads and developed responsive WordPress websites, alongside eye-catching print collateral for trade shows, conventions, special events and internal branding.
- Collaborated on integrated social media campaigns, boosting brand visibility and engagement across key tech, product releases and promotional channels. Early Midjourney and ChatGPT adoption.

Digital Multimedia Specialist

Youngevity Life Sciences, San Diego, CA

September 2013 – December 2016

- Created high-end animations and videos for executive presentations, product promotion and advertising campaigns, corporate events, and brand displays using After Effects/Premiere/Photoshop.
 - Designed & optimized promotional creatives for corporate social pages, websites and mobile, driving engagement across platforms and increasing brand awareness.
 - Scripted, shot, and edited promotional videos for a range of products from makeup to hot chocolate to dog treats. Recorded/edited VO, provided audio and motion graphic VFX and final optimized output.
-

EDUCATION & CERTIFICATIONS

Associates of Science (AS) - Recording Engineering | Los Angeles Film School

Google Certifications - Search | Display | Video | Analytics (exp. August/Sept 2025)