

Michael Scott

SENIOR GRAPHIC DESIGNER

michael@mscott.design

SKILLS

10+ years of motion design experience with a strong portfolio that demonstrates expertise in animation, typography, design, and creative digital content. Advanced proficiency in Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, InDesign), Canva & Figma. Expertise in designing for social media, digital marketing campaigns and video content across multiple platforms including Facebook, Instagram, TikTok, YouTube, and OTT. Strong knowledge of channel-specific best practices (e.g., ad unit specs, creative requirements, and limitations).

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 Content | Kling AI

WORK EXPERIENCE

MOTION GRAPHIC ARTIST

HOLLAND AMERICA | 1/2023 - 2/2024

- Created and produced motion graphics, animations and video for paid and organic social, onboard displays.
- Elevated quality of design and conceptual work for OOH, transit displays, billboards & bus wraps.
- Edited and assembled raw footage into polished, engaging video content for digital marketing campaigns.

SENIOR MULTIMEDIA SPECIALIST

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

- Created motion graphics & product animations, explainer/promotional/marketing videos, HTML5 ad design.
- Developed multiple websites on WordPress, and designed print collateral for trade shows, events & internal.
- Spearheaded campaigns on Google Search and Display Networks, from audience planning to reporting.
- Assisted multi-channel social media campaigns to boost brand awareness and engagement.

DIGITAL MEDIA SPECIALIST

YOUNGEVITY INTERNATIONAL | 10/2013 - 12/2016

- Created high-end multimedia animations and videos for executive management, events, corporate displays.
- Digital marketing, organic social media, designed promotional creatives for web and mobile devices.
- Script writing, audio/video editing for social using Adobe After Effects, Photoshop, Premiere Pro, Audition.

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

Excellent communication skills, with the ability to present concepts clearly and confidently to both internal teams and clients. Proven ability to manage multiple projects under tight deadlines in a fast-paced, client-facing environment. Comfortable working in a remote work environment, collaborating effectively with cross-functional teams. Experience in A+ content design, 3D animation, web design, video/audio editing. Multi-skilled and resourceful, able to drive engagement across a variety of digital platforms, including social media, websites, and marketing campaigns using motion and animation.