

MICHAEL DANIELSEN

[motion designer] [art director] [developer]

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[Chicago, IL]

A multi faceted Motion Designer with over 10 years agency experience. Often found somewhere between Production and Creative departments. I have led teams of designers, art directed commercial content, and designed digital ad experiences from the ground up.

EXPERIENCE

Volt Studio at Molson Coors

[Sr Motion Editor]

[2020-present]

Operated as a hybrid between the production and creative teams to concept and produce motion content for 20+ brands.

Content included; commercial online videos, short form social media videos, brand highlight reels, and award submission videos.

CME Group

[Motion Design Consultant]

[2019-2020]

Produced high profile weekly financial videos for CME's various ongoing youtube series. Created social content and developed long form company educational videos.

Leo Burnett

[Sr Motion Designer]

[2014-2018]

Worked on the display ad team to create engaging and dynamic HTML5 ad experiences. Led a team of motion designers to develop working templates and standards for the then burgeoning HTML5 animated ad format.

Arc Worldwide

[Creative Technologist]

[2009-2014]

Worked on experimental flash websites. Built branded flash mini games and experiences. Created video content and countless flash banner ads.

AWARDS

2020 EMMY Midwest

Outstanding Children's Program

Animation credit for work on the Adventures of EM

2016 Webby

Allstate - Mayhem Skip Punishment

Front end design and development.

EDUCATION

COLUMBIA COLLEGE CHICAGO

BA in Digital Media and Animation

[2004-2008]

Focus in Web Development, Animation, Design, and Video Production.

Technical Skills

Design

Photoshop, Illustrator, Indesign, Procreate

Motion

AfterEffects, Blender, Cinema 4d, Trapcode suite, Premiere, Mocha, Greensock, Adobe Animate

Development

Unity, Javascript, Node.js, Greensock, Github, C#, HTML5+CSS3