Michael Danielsen

Motion Designer | Developer

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ABOUT

A senior motion designer / front end dev / digital artist who works in online display advertising. I know how to implement, design, and deliver a range of different media types from video production to banner campaign and website interface design. I consider coding, design, and animation to be harmonious disciplines, and am always learning new technologies to keep my skills fresh.

Notable Projects

Allstate Mayhem campaign
Online Content and animation

U.S. Cellular Display Ads
Dynamic ads built in Flashtalking

Intel Youtube Mastheads
Dynamic ads built in Flashtalking

Label Design for Marz Brewing
Created several illustrations used in Marz Brewing Beer labels

EXPERIENCE

Leo Burnett

Senior Motion Designer   **Jan 2014 – Dec 2018**

-Built HTML5 banners and rich media experiences.
-Designed ad concepts and saw them from pre-production
  to campaign launch.
- UI Design on mobile offering sites, and in app product pages.
- Animation and video production for social media video campaigns.
- Front end development and maintenance on high profile client sites.

Arc Worldwide

Creative Technologist   **July 2009 –Jan 2014**

-Developed and designed Flash experiences for the web,
  including banners, micro sites, and mini games
-Built HTML5 banners and rich media experiences.

EDUCATION

Columbia College Chicago

Interactive Arts and Media B.A   **2004 - 2008**

SKILLS

- **Animation and Video Production**
  Adobe After Effects, Adobe Premiere, Final Cut, Adobe Animate
- **Front End Development**
  Javascript, HTML5, CSS, SASS, XML, JSON, Git
- **Interactive Design**
  Photoshop, Sketch, Illustrator, InDesign, Adobe XD
- **IAB Standards and Best Practices**
- **Rich Media Ad development**
  DCM, Adwords, Google Ads, Sizmek, Flashtalking
- **Strong storytelling and visual narrative skills**

Sample work available at https://mikedface.github.io