

# Michael Danielsen

Motion Designer | Developer



Chicago IL



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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 deployment. 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.
- Developed ad concepts and saw them from pre-production to campaign launch.
- 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
- **Graphic Design/Illustration**  
Photoshop, Illustrator, Manga Studio, Sketch
- **IAB Standards and Best Practices**
- **Rich Media Ad development**  
DCM, Adwords, Doubleclick Studio (Google Ads), Sizmek, Flashtalking
- **Strong storytelling and visual narrative skills**

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