Michael Danielsen

Motion Designer | Developer

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ABOUT

Digital creative, animator and web developer. Capable of implementing, designing and delivering a range of media types from web development to commercial animation and video production.
I consider coding, design, and animation to be harmonious tools for crafting engaging online experiences.

Notable Projects

Allstate Mayhem campaign
2011 Addy Award winner
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

Animation for Adventures of EM
Fully animated intro sequence for
popular Twitch based childrens show

EXPERIENCE

CME Group

Motion Design Consultant   **April 2019 – present**

- Motion graphic animation and production on educational videos, promotions and social media content.

Leo Burnett

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

-Developed HTML5 banners and rich media experiences.
-Designed 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, Cinema4d, 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**
   Storyboarding, sequential narritives, script writing

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