

MICHAEL SCOTT

Creative Content Designer | Visual Storytelling · Motion Graphics · Video · Generative AI

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PROFESSIONAL SUMMARY

Creative content designer and multimedia storyteller with 8+ years turning complex, technical concepts into scroll-stopping visual content across motion graphics, video, and digital design. Fluent in both Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) and AI-powered creative tools (Claude, ChatGPT, Midjourney), using generative AI to accelerate ideation, storyboarding, and production while protecting brand integrity. Experienced building content for social, digital campaigns, email, web, and trade shows, including B2B technology brands. A creator-first designer who owns concept through final delivery.

CORE SKILLS

Design & Brand: Adobe Photoshop, InDesign; typography, layout, visual hierarchy, color theory, brand systems & visual identity, infographics, print & trade-show collateral.

Motion, Video & Animation: Adobe After Effects, Premiere Pro, motion graphics, 2D & 3D animation, Blender, short-form video, video editing & production, storyboarding.

Generative AI & Prompt Engineering: Claude, ChatGPT, Midjourney, Stable Diffusion, Kling 3.0, Seedance 2.0, Runway, NanoBanana Pro, HeyGen,, AI-assisted content production.

Content & Marketing: LinkedIn & digital campaigns, email marketing, social (paid & organic), brand awareness & lead generation, sales enablement, OOH, cross-functional collaboration.

WORK EXPERIENCE

Creative Lead Jan 2026 – Present (Contract)

Haven Lighting, Remote

- Introduced motion graphics and a generative AI production workflow into the brand's advertising, increasing content velocity and output while maintaining brand consistency.
- Produce short-form video, paid and organic social ads, digital campaigns, and print collateral using Claude, ChatGPT, Kling 3.0, NanoBanana Pro, and Seedance 2.0.
- Own content end to end: concept, storyboarding, video and audio editing, and final multi-channel delivery.

AI Prompt Designer / Animator Sep 2025 (Contract)

Stirling Brandworks, Winchester, MA

- Developed distinctive character concepts and storyboards with AI-assisted prompting, maintaining visual consistency across full animated sequences.
- Accelerated ideation, concept development, and production by integrating AI into the creative workflow, cutting project turnaround from three weeks to one, a 66% reduction.
- Partnered with clients to refine storyboards into polished final animations, strengthening key scenes and overall narrative.

Generative AI Upskilling (Self-Directed) Mar 2024 – Aug 2025

Independent Study & Hands-On Practice

- Completed an intensive self-directed program in generative AI for creative production, building hands-on fluency across AI image, video, and audio generation.
- Refined prompt-engineering and AI-assisted design workflows through hands-on projects, learning to apply AI responsibly while preserving brand integrity and authentic storytelling.

Motion Graphic Designer Jan 2023 – Feb 2024

Holland America, Seattle, WA

- Created motion graphics, animations, and short-form video for global marketing campaigns across web, social, and digital displays.
- Translated experiences into scroll-stopping visual ads that boosted engagement and conversions across social, digital, and out-of-home (OOH).
- Delivered seasonal and global campaigns on tight deadlines, integrating emerging AI tools to accelerate production.

Senior Graphic Designer Apr 2017 – Dec 2022

SYSTRAN Software, San Diego, CA

- Translated complex machine-learning and technical concepts into engaging motion graphics, product animations, and promotional videos for a B2B technology company.
- Designed digital and HTML5 ads, responsive websites, and trade-show and event graphics, keeping visual consistency across digital and print.
- Supported integrated social and product-launch campaigns that strengthened brand visibility and audience engagement.

EDUCATION

Associate of Science (A.S.), Audio Production | Los Angeles Film School