



MICHAEL DODGE

Semper Curiosus

I believe the search for the devil in the details is an adventure and in the positive power of engaging educational content. Print, digital, still or kinetic, I bring unquenchable curiosity.

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SKILL SET

Software & Creative Skills

Adobe Creative Suite (After Effects, Illustrator, InDesign, Audition, Photoshop, Premiere Pro, Bridge, Acrobat Pro, XD) • Microsoft Office (Word, PowerPoint & Excel) • Google Suite (Docs & Sheets) • Blender (Intermediate) • Motion Graphics • Typography • Layout • Infographics • Animation • Character rigging • Art Direction • Script writing • Information Design • Photography • Video production • 3D Asset Design • Voiceover Artist • Storyboarding • Video templating • Custom video API

Professional & Communication Skills

Independent and collaborative project management (Jira Agile Project Management & Project Sprints) • Workflow analysis & efficiency optimization • Software troubleshooting and workaround evaluation • Content writing and team process documentation • Time tracking • Deadline oriented • Critical thinking and complex problem solving • Communicate complex information in simple terminology • Cross-department collaboration and team building • Empathy for others and considerate of multiple viewpoints

EXPERIENCE

Motion Graphic Designer II

Zywave • January 2019-January 2024

Implemented emergency solutions during the height of the 2020 Pandemic that allowed the team to keep pace on content production as well as saving the team thousands of dollars in Voiceover talent fees. Sought coaching from SAG-AFTRA coworker in Voiceover work through MS Teams to maintain content quality during Shelter in Place.

Established countless new video styles in coordination with Market Analysts, documenting style guides for greater collaboration between team members and more efficient asset creation workflow.

Oversaw all stages of informative short form video content production: storyboarding, voice-over recording and editing, asset creation and video assembly.

Collaborated with Subject Matter Experts and Content Writers to craft informative, straightforward and engaging video scripts that targets various client groups throughout the Insurance Marketplace and shared by hundreds of clients on a weekly basis.

Optimized video workflow, cut production time in half for an ongoing monthly video series and exceeded department road map objectives for video content production. Established naming conventions and maintained asset library organization for greater utility across projects and during production sprints.

Successfully completed a product-wide audit of video content and updated thumbnails in Content Admin to match new UI guidelines ahead of department roadmap deadlines.

On-boarded new employees and maintained documentation of workflow processes and project conventions. Assigned projects and sub-tasks in Project Management Software (Jira) to design interns, assisted with program and workflow questions to new team members.

Investigated and utilized new capabilities within an existing character rigging software plugin (Duik) to expand the capabilities and repeatability of character animations used in Employee Benefits focused educational content.

Coordinated with the Technical Designer to elevate the technical capabilities of video content by incorporating 3D asset creation and animation. Advocated for higher levels of engagement with the core messaging of the scripts and to best utilize the medium of video content to create comprehensive understanding for the end user.

Enhanced skill set through on-site video production: Camera Operator, Gaffer, Grip and Boom Operator for Town Hall Broadcasts, "Zyfest" and Yearly Kickoff Videos.

Design Student Lead (Designer III)

Union Marketing Services • September 2016–September 2018

Managed work-load of student designers, assigned new projects to designers through Wrike Workflow Management System and ensured projects were completed by strict production deadlines.

Analyzed design workflow hangups and implemented new Adobe Creative Suite procedures to speed up asset production and better utilize hardware resources.

Pivoted quickly between projects in a fast paced environment, stepped in to complete tasks that were shifted up in priority in order to deliver on deployment schedule.

Collaborated with student designers by providing constructive critiques, coordinated to maintain design and brand usage standards and facilitated communication by relaying department updates to the team during standups.

Created unified marketing campaigns for distinguished campus events to fit a variety of print and digital deployments and advocated design materials to stakeholders with worldwide audiences.

VOLUNTEERING

Design/Print Coordinator

Synergy 2018 • AIGA - UWM Chapter

Synergy was a student driven art show that served the dual purpose of showcasing student artwork from around the city as well as to raise funds for the UWM Chapter of the American Institute of Graphic Art organization.

Coordinating with AIGA student organizers, this volunteering opportunity centered around gathering submitted student artwork and printing on large format printers in addition to updating signage and way-finding to match that years style.

DesignMil Volunteer Designer

Fall 2017/2018

DesignMil is a "Design-a-thon" that brings volunteer designers of various skill sets together solve design problems for local non-profit businesses in a single 10 hour session.

Both years our team worked with the Peace Learning Center to recreate and improve a three-fold brochure, welcome packet sent to donors and members as well as a short video containing member testimony for use in donor email campaigns.

RECOGNITION

"Michael's passion for educational content pushes him to find new and exciting ways to better communicate topics in an engaging way." —*Core Value Award - Grow with Z*

"Michael has always made sure to complete his work on time and often steps in to do more. Good communication and prompt work are a necessity on this team and he has clearly demonstrated these skills." —*Design Team Lead, Chris Voelz*

"Michael has been a major contributor as a leader on the Union Marketing Staff. He has also done a great job of opening lines of communication between departmental teams which has bolstered efficiency and success of the department." —*Leadership Award Nomination, Union Marketing*

EDUCATION

BFA Design & Visual Communication | 2018

Peck School of the Arts | University of Wisconsin-Milwaukee

Deans List 2015-2017 | 3.5 GPA | 2 Semesters Teaching Assistant Experience | Studied Abroad in Florence

RECREATION

History • Cycling • Photography • Travel • Gaming • Disc Golfing • Camping • Billiards • Biergärten Documentaries • Lego • Reading