

Logan Daniels

Senior Motion Graphic Designer

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Portfolio - www.walkingorange.com • Clearwater, FL

Summary

Creative and detail-oriented motion graphic designer with five years of experience in video animation, editing, and storytelling. Proficient in motion graphics design and video editing. Skilled in script-writing, storyboarding, and voiceover work. Recognized for strong project management capabilities, as well as planning and execution of initiatives to streamline workflows and clear blockers.

Areas of Expertise

- Motion Graphics Design
- Video & Photo Editing
- Script & Storyboard Drafting
- Sound & Voiceover
- Project Management
- People Management
- 3D Modeling and Animation
- Adobe Creative Suite
- Figma and Rive

Professional Experience

Senior Video Animator/Voiceover Artist
KnowBe4

2022 – Present

- Pioneered creation and editing of more than 500 informative and persuasive videos for internal, cross-sector, and external stakeholders, elevating customer and employee comprehension, as well as engagement across diverse service areas.
- Spearheaded creation of over 50 pages of video / animation guidelines for the Product Services sector.
- Outlined detailed plans and proposals for growth within the Creative Content Team.
- Created initiatives to catalogue, prioritize, and solve blockers related to workflows, processes, and projects in the workplace.
- Initiated and spearheaded comprehensive restructuring of KnowBe4's library of more than 200 informational videos to align with new organization brand guidelines.

Graphic Designer
LED Technologies, Inc.

2021 – 2022

- Created more than 300 social media posts, including photos, graphics, and videos, to improve visual quality and align with brand identity for two simultaneous social accounts, increasing recognition across numerous social media platforms.
- Recognized by senior management for management of simultaneous, high-quality projects.
- Played a pivotal role in pitching and creating various advertising and marketing initiatives, driving revenue growth and enhancing consumer engagement.

Education

University of South Florida, FL, 2021

- Bachelor of Arts in Graphic Design
- Minor in Art History