

Logan Daniels

Motion Graphic Designer Profile

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Portfolio - www.walkingorange.com • Clearwater, FL

Creative and detail-oriented motion graphic designer with a Bachelor of Arts in Graphic Design and extensive experience in video animation, editing, and storytelling. Proficient in motion graphics design, video and photo editing, and packaging design. Skilled in drafting scripts, storyboarding, and voiceover work. Strong project management abilities, demonstrated by successful execution of comprehensive animation projects from conception to completion. Proven expertise in branding and marketing. Recognized for efficient planning and execution of graphical and animated projects.

Technical Proficiencies

Adobe Suite (including Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign)
3D Modeling/Animation Software (Including Blender and Cinema 4D)
Web-based Design Software (including Rive and Figma)

Areas of Expertise

- Motion Graphics Design
- Video Animation
- Video & Photo Editing
- Storyboarding & Voiceover
- Drafting Scripts & Story telling
- Packaging Design & Illustration
- Social Media Ads Design
- Project Management
- Branding & Marketing

Experience Highlights

KnowBe4, Clearwater, FL Senior Video Animator / Voiceover Artist

2022 – Present

Leading end-to-end development of compelling video animation projects, showcasing expertise in scriptwriting, storyboarding, voiceover, and animation. Key contributor within KnowBe4's Creative Content Team within the Product Services sector.

- Collaborated extensively with KnowBe4's Marketing sector in development of informative videos for social media, showcasing knowledge of modern marketing trends, along with a strong affinity for collaborative works.
- Pioneered creation of informative and persuasive videos for KnowBe4's clientele, elevating security awareness and customer comprehension across diverse service areas by 20%.
- Recognized by senior management for adept planning and execution of graphical and animated projects, demonstrating proficiency and efficiency in delivering high-quality content.
- Spearheaded the creation of comprehensive video / animation guidelines and standards for creative projects within the Product Services sector.

LED Technologies, Largo, FL Graphic Designer

2021 – 2022

Reinvigorated social media presence through an extensive redesign of innovative social posts, crafted with Adobe Illustrator. Produced captivating social posts and ads using Premiere Pro and After Effects, alongside editing photography for promotional graphics and packaging design. Utilized these redesigned social media posts across Instagram, Facebook, Twitter, and TikTok platforms.

- Reimagined product packaging to align with brand identity, introducing fresh and unique concepts.
- Recognized by senior management for adeptly managing multiple projects simultaneously and delivering swift, high-quality results.
- Played a pivotal role in various advertising and marketing initiatives, driving revenue growth by 24% and enhancing consumer engagement by 70%.

Pyper Inc., St. Petersburg, FL
Graphic Design Intern

2020

Provided comprehensive support in branding materials, leveraging Illustrator and sign expertise. Executed photo editing tasks using advanced Photoshop skills. Developed engaging animations for logos, ads, and social media posts using After Effects. Crafted and delivered unique design images across marketing collateral to ensure originality.

- Delivered captivating visuals that fueled revenue growth by 15% and earned praise from senior executives.
- Drove engagement through dynamic animations created with After Effects, amplifying brand recognition across multiple platforms by 40%.
- Consistently met and exceeded client expectations while managing simultaneous projects, showcasing a commitment to excellence and timely delivery.

University of South Florida, St. Petersburg, FL
Graphic Design Student

2017 - 2021

Acquired comprehensive understanding of graphic design principles and application of artistic and computer-based techniques for visual communication. Developed proficiency in creating innovative design solutions including branding, digital graphics, print media, and package design. Explored fundamentals of motion design, using Adobe After Effects to create engaging and dynamic animated visuals.

- **Student Assistant, USFSP Graphic Arts Program, 2019 - 2020:** Interpreted and evaluated requirements to conceptualize, plan, design, and implement branding and communication campaigns, along with marketing collateral. Produced intricate visuals and illustrations in consultation with team members. Orchestrated design of all in-house print materials utilizing advanced design techniques and equipment.
 - Played pivotal role in achieving all program and project objectives.
 - Commandeered end-to-end creation and implementation of graphic, layout, copy, and production materials.

Education

Bachelor of Arts in Graphic Design, Minor in Art History
University of South Florida, St. Petersburg Campus, FL, 2021

Early College Program Associates in Arts
St. Petersburg College, Tarpon Springs Campus, FL, 2017

Educational Awards

Dean's List (Spring 2018, Fall 2018)
GPA 3.97

President's Honor List (2016)
GPA 4.0

Clubs/Organizations

Phi Theta Kappa Honor Society
Alpha Zeta Tau Chapter
2016-2017

Languages

English (Fluent)
Spanish (Intermediate)