

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 Design
- Project Management
- People Management
- 3D Modeling & Animation
- Adobe Creative Suite
- Figma and Rive

Professional Experience

Senior Video Animator/Voiceover Artist
KnowBe4

2022 – Present

- Pioneered creation of 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 comprehensive video / animation guidelines for the Product Services sector.
- Outlined detailed plans and proposals for headcount and 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 informational videos to align with new organization brand guidelines.

Graphic Designer
LED Technologies, Inc.

2021 – 2022

- Reimagined product packaging to align with brand identity, increasing brand recognition.
- Recognized by senior management for management of simultaneous, high-quality projects.
- Played a pivotal role in 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