



MICHAEL MACKENZIE DESIGN

MOTION GRAPHIC DESIGN + ANIMATION | PRINT DESIGN | BRANDING + IDENTITY

EDUCATION

MASSACHUSETTS COLLEGE OF ART

Boston, Massachusetts • 1990—BFA with Honors; Honors for Senior Thesis

MIDDLESEX POLYTECHNIC

Heretfordshire, England • 1989—Summer Design Program with instructors Neville Brody, Russell Mills and Ralph Steadman

EXPERIENCE

FREELANCE MOTION GRAPHICS DESIGN DIRECTOR

Contractor to many Boston-area production companies for clients such as Blue Cross / Blue Shield, Converse, Atari, Van Halen, Monster.com, Boston Scientific, Fidelity, LPL, and many more.

VIEWPOINT STUDIOS

Needham, Massachusetts • 2000-2003—Design Director | Design and art direct graphics and animation for broadcast and print for many major cable television networks.

WSBK-TV

Boston, Massachusetts • 1990-2000—Design Director since 1996 | Responsible for management of Design Department as well as for developing print and on-air graphics for UPN affiliate in country's sixth largest television market. Broadcast partner to the Boston Bruins, Boston Red Sox and Boston Celtics.

WLWC-TV

Providence, Rhode Island • 1997-2000—Design Director | Responsible for management of Design Department as well as for developing print and on-air graphics for UPN affiliate. WLWC-TV is a station remotely operated from WSBK-TV in Boston.

TECHNICAL SKILLS

Proficient on the Macintosh platform, have been a Mac user since 1988. Primary software used: Photoshop, Illustrator, After Effects and many others. Additional experience in other platforms such as SGI and Quantel, as well as Compugraphic typesetting systems; also reprographic and photography skills.

ACHIEVEMENTS

Emmy Awards: 1996, 1998—Outstanding Entertainment Program

International Broadcast Design Association: Since 1990—Recipient of nine BDA Awards including gold

Leonard Zolli Design Award: 1990—Outstanding Student Portfolio

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