



MICHAEL MACKENZIE
DESIGN + ART DIRECTION

Education

MASSACHUSETTS COLLEGE OF ART AND DESIGN
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
Projects for Atari, Boston Beer Company, Clark's Shoes, Converse, CVS, Van Halen, Hasbro, Keurig, MFS, Monster.com, NESN, James Taylor, Panera Breads, Timberland, and many others.

VIEWPOINT STUDIOS
Needham, Massachusetts • 2000-2003—Design Director | Design and art direct graphics and animation for broadcast and print for major cable television networks such as Discovery, History, and Animal Planet.

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

Extremely 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 (local): 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