



## 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 in software related to graphic design for motion and print: Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Muse, PowerPoint 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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