

Mark Strong
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MARKSTRONG
MOTION GRAPHICS DESIGNER

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Experience

2024 June-Present

Freelance Projects

Dallas, TX

Senior Motion Graphics Designer / Digital Designer / Video Editor

- Worked freelance for Robert Half, The Blackbird Agency, M+R Agency and Androvett Legal Media and Marketing creating short form video content for social channels and longer form video editing content for digital distribution.
- Used Cinema 4D and Redshift to render and composite animations for video intro titles and digital social ad campaigns.

June 2022-April 2024

Goldman Sachs

Irving, TX

Senior Motion Graphics Designer / Digital Designer / Video Editor

- Contracted through Planet Technology as a Motion Graphics Designer, Video Editor and Digital Designer for in-house team including creative directors, copywriters and designers.
- Used animation, video editing, graphic design and audio skills to produce explainer videos, financial wellness videos, sizzle reels and audiograms.
- Designed and animated paid social ad units for YouTube, Instagram and Facebook including HTML5 banner animations.
- Designed and Developed interactive digital sites for a global platform using the Ceros online web design platform.

June 2015- Feb 2022

D3 - Frito-Lay Pepsico

Plano, TX

Motion Graphics Designer / Graphic Designer / Video Editor

- Worked full-time as a 2D and 3D Motion Designer at Digital Advertising Agency for brands such as Lays, Doritos, Funyuns, Smartfood, Cheetos and Tostitos.
- Animated paid social ad units for YouTube, Instagram and Facebook.
- Developed HTML5 banner animations for Lays, Tostitos, Funyuns and Smartfood brands.
- Worked with the creative team to brainstorm ad concepts and comp up executions for presentation.
- Used video editing skills to design and edit sizzle reels for internal and external deliverables.

Oct 2012-April 2015 **Capital One** Plano, TX

Web Designer / Graphic Designer

- Contracted through Aquent for in-house creative department designing and developing emails using ExactTarget and Salesforce as well as developing mobile slideshows using HTML5.
- Art Directed and Designed emails, web apps, slideshows, banners, logos, website headers and marketing print collateral.

Oct 2010-April 2011 **Possible Worldwide** Austin, TX

Graphic Designer / Interactive Designer

- Contracted through Aquent designing emails, landing pages, icons and motion graphic storyboards for Dell Home and SMB sectors.
- Worked in teams conceptualizing ideas and prototyping for future business.
- Designed and developed banners for new product launches and Alienware campaigns as well as other rich internet content such as landing pages, custom video players and web applications.

April 2009-May 2010 **Advanced Micro Devices (AMD)** Austin, TX

Interactive Designer / Graphic Designer

- Worked on contract through Liaison Resources as lead Interactive Designer, main tasks included designing, developing and updating components for an in-house interactive department.
- Worked on many projects at once, designing HTML on the Microsoft SharePoint environment.

Other agencies where I've contracted or freelanced for graphic design and motion graphics include GSDM, Sapient Razorfish, IMC2, Moroch Partners, Powered, Enspire Learning, T3, Frog Design and Match.com.

Education 1997-2005 **University of North Texas** Denton, TX

- Bachelor of Arts in Advertising with a Minor in Marketing.

2002-2004 **Miami Ad School** Miami, FL

- Studied Design, Art Direction and Photography at world recognized portfolio program.

Special Skills Primary software skills: Adobe After Effects, Photoshop, Illustrator, Premier Pro, Adobe Animate, Dreamweaver, Cinema 4D, Redshift, Red Giant Universe, 3D compositing, Figma and InDesign. Code Knowledge: HTML5 and CSS.