

Mark Strong
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MARKSTRONG
MOTION GRAPHICS DESIGNER

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Experience

2024 **Freelance Motion Graphics (June – December)** Dallas TX

Senior Motion Graphics Designer / Graphic Designer / Video Editor

- Worked freelance for Robert Half, Blackbird Agency, M+R Agency and Androvett Agency creating short form video content for social channels and longer form video editing content for digital distribution.

2022-2024 **Goldman Sachs through Planet Technology** Irving, TX

Senior Motion Graphics Designer / Digital Designer / Video Editor

- Worked 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.

2015-2022 **D3 - Frito-Lay** Plano, TX

Motion Graphics Designer / Graphic Designer / Video Editor

- Worked full-time as a Motion, Video and Graphic 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.

2012-2015 **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.

2010-2011 **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.

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

Education

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

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

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

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

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.