

Mike Mercer

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- Award-winning animator and storyboard artist with 7+ years experience
 - Specializes in 2D hand drawn animation, character design, and storyboarding
 - Creates flagship animated videos for Fortune 500 clients with contractual values of \$15k-50k that result in high engagement and high client satisfaction
 - Seeking opportunities for artistic and professional growth for the long-term
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ACHIEVEMENTS

- DIRECT & ANIMATE AWARD-WINNING VIDEOS
 - Won a Gold MarCom award in animation for the announcement video of IBM's all-new product LinuxONE which garnered 1.2M views on YouTube
 - Collaborated with Creative Director to realize, art direct, and animate his vision for Bookroo which won a Gold ADDY Award in animation at the state level
 - Animated the announcement video for IBM LinuxONE's takeover of Wired.com
- STORYBOARDS & ANIMATICS THAT SELL
 - Helped seal a vital contract for a production involving a partnership between IBM and Sesame Street by creating, in a single workday, storyboards that "sold the idea"
 - Opened doors that were previously closed and generated \$30k revenue by creating an animatic for Lowe's Home Improvement which they sold to GE on our behalf
 - Created an animatic for the IBM LinuxONE launch in Aug 2015 that allowed a 3D production to meet its deadline and win a Platinum MarCom Award
- MANAGEMENT & LEADERSHIP SKILLS
 - Established style guides, production schedules, and art directed up to 7 animators and illustrators at a time for multi-week animation projects
 - Saved a \$200k production from disaster by quietly filling a nondescript but vital role to overcome a deadly gap that had been missed in a new projection mapping pipeline
 - Interviewed, hired, and trained multiple full-time contractors for Le Début Animation
- DESIGN & CHARACTERS
 - Capable of working in dramatically varied design styles
 - Actively pushes design boundaries and seeks to find a personal voice amidst the chaos of client asks

EXPERIENCE

Animation Director	Mike's Crazy Ideas	Atlanta, GA	2017-
Animator & Storyboard Artist	Centerline Digital	Raleigh, NC	2015-2017
Director & Senior Animator	Simplifilm, Inc	Portland, OR	2014-2015
Illustrator & Designer	Zadik Productions	Springville, UT	2011-2014

EDUCATION

BFA in Animation	Brigham Young Univ.	Provo, UT	2006-2009
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