



## JOHN MCINTOSH

mediadoesbuzz.com    linkedin.com/in/johnmc    mrmcintosh@gmail.com

### PROFESSIONAL SUMMARY

Extensive years of professional experience in motion graphics with a video production background, specializing in creating engaging and innovative digital content for high-profile clients like T-Mobile, Valve, and Microsoft - with a passion for good design and all things animated.

Strong track record of collaborating with cross-functional teams to create high-quality and impactful motion-based campaigns and digital media while managing multiple projects efficiently to deliver high-quality content on time that adheres to brand guidelines and production schedules.

Strong understanding of the principles of animation, good design and editing, as well as typography, color theory, and visual effects, with experience in delivering animations and motion graphics work across many different endpoints that engage customers and deliver business results.

### WORK HISTORY

#### MOTION DESIGNER, T-MOBILE; BELLEVUE, WA – 2023-2024

Collaborated with project stakeholders to create compelling animations based on storyboards, update a national animation campaign with new assets and messaging, and build multiple new animations for internal and external uses while adhering to brand guidelines and project deadlines.

#### MOTION DESIGNER, VALVE; BELLEVUE, WA – 2023

Worked again with Valve's senior motion designer to rapidly create, animate and iterate on a series of dynamic opening sizzle videos which were shown live on the MainStage to introduce teams during The International 2023 Dota 2 eSports tournament at the SCC and Climate Pledge Arena.

#### MOTION DESIGNER, LVT; AMERICAN FORK, UT – 2023

Created a looping motion graphics package for the 2023/24 Utah Jazz basketball season which was played simultaneously on all screens at Delta Arena (halo, upper and lower rings, upper vomms, & aux board), designed to capture the attention of the busy arena and generate awareness of LVT.

#### SR DIGITAL MEDIA DESIGNER, HIGHSPOT; SEATTLE, WA – 2021-2023

Collaborated with marketing, sales, and account development to conceptualize and create engaging digital media, animations, and videos for Highspot's social channels, homepage, events, and internal and partner initiatives that helped the company grow by 100% in under three years.

Developed brand guidelines for motion which documented best practices, principles and styles for all motion elements, creating a familiar experience across all Highspot media channels and UI.

#### 3D MOTION DESIGNER, RUN STUDIOS; SEATTLE, WA – 2019-2021

Partnered with producers, directors, and editors to design strong and compelling motion content for clients including campaigns, video series, openers, closers, wipes and transitions, animated backgrounds, lower thirds, looping animations, and graphics complimentary to live events.

Common responsibilities included script to screen conceptualizations, storyboarding, device screen replacements, compositing, tracking, color grading, and rotoscoping and R&D explorations.

#### 3D MOTION DESIGNER, MICROSOFT; REDMOND, WA – 2018-2019

Created a variety of content to support internal and external partners and studios within Microsoft, including animated intros and outros, transitions, and lower thirds for GDC 2019 and Mixer shows.

#### MOTION DESIGNER, ELECTRONIC ARTS; SEATTLE, WA – 2018

Worked again with the art director, writers, producers, and account managers from concept to completion to create engaging customer-facing video assets supporting the marketing efforts for a variety of mobile games - capturing gameplay footage and editing together clips with animation, creating transitions, adding audio, as well as preparing files for localization in other markets.

#### MOTION DESIGNER, VALVE; BELLEVUE, WA – 2017

Assisted Valve's senior motion designer to help create, animate and iterate on the creation of team intros, bracket recaps, and visual elements shown on various displays for The International 2017 Dota 2 eSports tournament at Climate Pledge Arena including mainstage, ribbon, pods, and floor.

#### MOTION DESIGNER, ELECTRONIC ARTS; SEATTLE, WA – 2016-2017

Worked with the art director, writers, producers, and account managers from concept to completion to create engaging customer-facing video assets supporting the marketing efforts for a variety of mobile games - capturing gameplay footage and editing together clips with animation, creating transitions, mixing audio, as well as preparing files for localization in other markets.

#### MOTION DESIGNER, POP; SEATTLE, WA – 2015-2016

Partnered with art directors and copywriters to create a series of eight mixed-media training videos for Microsoft salespeople which highlighting the features and benefits of the Surface product line.

#### MOTION DESIGNER, CROWN SOCIAL; SEATTLE, WA – 2015

Brought initial static concepts to life and created a set of engaging and informative animations for EMC which were shown at Sea-Tac airport, social media channels, and as part of a client pitch deck.

#### MOTION DESIGNER, WORLD FAMOUS; SEATTLE, WA – 2015

Brought in to help make rapid changes to a running national television campaign for T-Mobile, and also volunteered extra time to help create a wished-for animation for the Make-A-Wish Foundation.

#### MOTION DESIGNER, POP; SEATTLE, WA – 2015

Animated seamless looping backgrounds that played on the homepage for Nintendo's Fire Emblem Fates 3DS game, as well as animated a series of holiday recruitment videos for Target.

#### VIDEO PRODUCER AND EDITOR, SOCRATA; SEATTLE, WA – 2014-2015

Partnered with producers and stakeholders to film, edit, and deliver over 20 internal, external, and partner use videos as well as built out and integrated new animated graphics for each video type.

#### VIDEO PRODUCTION SPECIALIST, PERKINS COIE; SEATTLE, WA – 2013-2014

Combination role of videographer, editor, and motion designer responsible for the creation of internal, external, and partner videos for social channels, chief and attorney use, and firm events.

#### CINEMATICS COMPOSITING ARTIST, ARENANET; BELLEVUE, WA – 2010-2013

Created dynamic in-game cinematics for Guild Wars 2, matching storyboard and concept art look and feel while collaborating with artists and programmers to ensure high performance in-game graphics for a AAA title played by over 3 million players and Time Magazines #1 Game of 2012.

#### MOTION DESIGNER AND VIDEOGRAPHER, MICROSOFT; SEATTLE, WA – 2009-2010

Utilized a variety of hardware and software to capture, create, and combine assets including video, motion graphics, product photography, and audio - editing and delivering compelling executive level pitch videos and future brand interaction experience concepts for Microsoft's E&D divisions.

#### 3D MOTION DESIGNER, MICROSOFT; REDMOND, WA – 2008-2009

Worked closely within a small team of software architects and engineers to design and animate 2D and 3D assets, conceptual proof-of-concepts, and brand experience videos for an original application in early incubation while balancing multiple responsibilities against various constraints.

### EDUCATION

#### THE ART INSTITUTE OF SEATTLE; SEATTLE, WA

BFA Media Arts and Animation; June 2007 with "Best of Show" portfolio honors.

### SKILLS AND COMPETENCIES

After Effects, Premiere, Final Cut Pro, Houdini, Cinema 4D, Photoshop, Illustrator, Unreal Engine, Red Giant Plugin Suite, Redshift, Lottie, SVG, WebGL, Camtasia, JIRA, Confluence, Figma, & SCRUM.