



ABRAM MCDANIEL

MOTION GRAPHICS DESIGNER
ABRAMMCDANIEL.COM

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EXPERIENCE

PORSCHE CARS NORTH AMERICA 08/2018 - Present **DIGITAL SIGNAGE SCHEDULER I** **MOTION GRAPHICS DESIGNER**

Responsible for the curating and scheduling of relevant content to be delivered to digital signage screens in the PCNA facilities in Atlanta and Los Angeles, and its dealer partners in the entire U.S. market. This includes effectively curating hundreds of videos, images and messages that play across several playlists per digital sign that engage customers and employees in the Porsche Experience Centers (PEC) and Dealerships.

Charged with successfully planning and executing special custom content requests that are tailored for specific Porsche dealer partners and PECs using the Grassfish Content Management System, previously SCALA, and act as a key point of contact for PCNA, dealer partners, and Porsche AG partners. Assist design and marketing team with content creation and ensure content meets all PCNA Marketing guidelines and standards. Create and edit unique content using Adobe suite that compliment the Porsche brand to aid in sales of Porsche products and services. Effectively exemplify a high level of customer service, creative, and technical expertise to keep the bar at the level the company consistently demands through its matchless global reputation.

CONVERGENT MEDIA SYSTEMS 08/2015 - 09/2017 **MOTION GRAPHICS DESIGNER**

- Lead in the production of up to 30 Petro-Canada campaign video promos that are showing in their gas stations across the country.
 - animated pre-made templates and created new AE templates for quick production and use in future promo videos.
- Created internal motion graphics videos for the Digital Ignition service for startup companies, and built templates for use in their Spinetix digital signage integration.
- Worked with the team in the creation of materials for annual Harvest for a Cure event
- Worked on multiple large 4K formats including multiple screen compositions

THE IMPACT PARTNERSHIP 10/2014-3/2015 **MOTION GRAPHICS DESIGNER**

- Aided in completing the company's first nationally syndicated television series including 5 accompanying commercial ads.
- Created motion graphics for several advisor commercials, training videos and web videos as well as the first episode of a town hall event.
- Created several animations for logos and lower third graphics.

THE WEATHER CHANNEL 7/2013-8/2014 **MOTION GRAPHICS DESIGNER**

- Created still & motion graphics for live TV broadcast.
- Used Viz Artist and Viz Weather to create explainer graphics for meteorologists' use on live air.
- Shows I've worked on include:
 - **Wake Up With AI [WUWA]**
 - **Weather Center Live**
 - **AMHQ with Sam Champion**

PROFILE

Creative and dedicated Motion Graphic Designer with more than 10 years of hands on experience in the private and professional sectors. I've had the esteemed opportunity and pleasure of working with some of the world's biggest companies. Possess a passion for creating new and exciting visual products and always staying in tuned with new technologies that contributed to my learning and producing.

Adaptable, organized, results and detail-oriented with excellent work ethic, strong time management and interpersonal skills. A natural ability to solve problems and create forward thinking solutions for client issues and needs. Extremely approachable individual that welcomes feedback and critique.

EDUCATION

Media Arts and Animation

10/1999 - 4/2003
The Art Institute of Atlanta
Atlanta, Ga

TECHNICAL SKILLS

Adobe Photoshop 2021
Adobe Illustrator 2021
Adobe After Effects 2021
Adobe Premiere Pro 2021
Cinema 4D R15
3Ds Max 2009
🍏 Motion
🍏 Final Cut Pro X
🍏 iWork
Mac OS X Catalina
Microsoft Windows 10
Microsoft Word, Excel, & Powerpoint
Scala Digital Signage CMS
Grassfish Digital Signage CMS