

# Mike Mercer

[www.mike-mercer.com](http://www.mike-mercer.com)  
[michael.mercer@me.com](mailto:michael.mercer@me.com)  
@MikesCrazyIdeas (everywhere)

(678) 386-5550  
900 Thousand Oaks Dr.  
Lawrenceville, GA 30043

- 
- Motion graphics artist and character animator with 10+ years experience
  - Specializes in 2D hand-drawn animations that touch hearts and get results
  - Works on projects with contractual values of \$20k-100k that result in high engagement and high client satisfaction
  - Looking for full-time employment or other long-term engagements
- 

## ACHIEVEMENTS

### DIRECT & ANIMATE AWARD-WINNING VIDEOS

- Animated the announcement video for IBM LinuxONE's takeover of [wired.com](http://wired.com) for Centerline Digital
- Storyboarded and animated the announcement video for IBM LinuxONE for Centerline Digital that won a national gold MarCom award
- Have obtained numerous other awards at state and regional levels for various clients

### 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"
- Regularly creates storyboards and animatics that streamline productions, maintain profit margins, and help focus client discussions

### MANAGEMENT & LEADERSHIP SKILLS

- Establishes style guides, production schedules, and directs up to 15 animators, illustrators, riggers, 3D artists, voice actors, project managers, and more for animation projects of varied styles, runtimes, use cases, and markets
- 5+ years in building and training award-winning off-shore creative teams

### DESIGN & CHARACTER ANIMATION

- Capable of working in various characterful design styles

## EXPERIENCE

Creative Director	Jötunn	Atlanta, GA	2021-2024
Freelance Animator	Mike's Crazy Ideas	Atlanta, GA	2017-2021
Animator & Storyboard Artist	Centerline Digital	Raleigh, NC	2015-2017
Senior Animator	Simplifilm, Inc	Portland, OR	2014-2015

## EDUCATION

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

## NOTABLE AWARDS

- 2021** *Kearns Improvement District*. Gold ADDY Award. State-level award.
- 2020** *Pipeline AZ*. Two Gold ADDY Awards. State-level awards. Won Silver at regional.
- 2019** *Bookroo*. Gold ADDY Award. State-level award.
- 2015** *Centerline Digital*. Gold MarCom Award. National-level award.