

# MICHAEL GEORGESON

GRAPHIC DESIGN | ANIMATION | ILLUSTRATION

---

[michaelgeorgeson.com](http://michaelgeorgeson.com) | [info@michaelgeorgeson.com](mailto:info@michaelgeorgeson.com)  
[linkedin.com/in/michael-georgeson-1553342b](https://www.linkedin.com/in/michael-georgeson-1553342b) | 401.480.3650

I am a visual communicator and creative problem solver specializing in graphic design, animation, and illustration. I am skilled at organizing, clarifying, and simplifying ideas. I am passionate about using design to foster greater equity, accessibility, serenity, and justice in the world.

## WORK HISTORY

---

### Graphic Designer, Animator, Illustrator, Freelance

January 2015–Present

- Worked with clients including Yahoo, MIT, PJ Library, Blue Horizon Counseling, Princess Problems, Rogue Burlesque
- Create logos and brand elements, marketing materials, illustrations, and animations on behalf of clients
- Engage and collaborate with clients throughout all aspects of creative ideation, mock-ups, and final designs to ensure needs, messages, and goals are incorporated into finished products
- Ensure consistent communication and effectively manage client relationships from project start to finish
- Separate flat artwork into layers and create animation for existing storybooks for PJ Library
- Designed logos and various other marketing and branding materials for Blue Horizon Counseling, Rogue Burlesque, and other clients, ensuring alignment with client needs
- Selected by Yahoo! in 2023 to redesign their logo for Pride Month, aligning with their messaging goals of inclusion and celebration while incorporating my personal story as a proud transgender man
- Created animation for one of PJ Library's most successful videos, *The Passover Story in Ten Scenes*, securing 200,000+ organic views on YouTube and bringing in more than 450 new subscribers.
- Collaborated with Princess Problems to develop album art for 2016 and 2021 album releases
- Developed illustrations for a book by Peter Applebaum to be published by Brill Publishing

### Information Design Artist, Dubin Research & Consulting (New York, NY)

December 2021–September 2023

- Collaborated with legal teams to design and animate presentations for focus groups and juries, enhancing case comprehension
- Provided real-time onsite graphic support during active trials nationwide
- Translated complex legal concepts into engaging infographics, icons, timelines, and visual metaphors
- Enhanced data visualizations, charts, and graphs, to improve clarity and visual appeal
- Selected and prepared as a witness to explain how a particularly complicated visual aid was created based on my technical expertise
- Created graphics for a significant civil rights case (*Deon Jones v. City of Los Angeles*) on behalf of a protester shot by a rubber bullet by an officer of the LAPD during the 2020 George Floyd uprising
- Contributed graphic support for *Dominion Voting Systems v. Fox News Network*, which resulted in Fox News settling out of court for accusing Dominion of altering the results of the 2020 election

**Graphic Designer & Animator**, Drexel University (Philadelphia, PA)

*February 2018–December 2021*

- Collaborated cross-functionally with strategists, copywriters, videographers, and UX designers to develop cohesive marketing campaigns ensuring brand consistency
- Designed a wide range of print and digital assets, including mailings, signage, social media graphics, banner ads, and animated videos, aligning with branding guidelines and strategic objectives
- Provided art direction for photo and video shoots, coordinated with vendors, and optimized workflows
- Managed the production of promotional giveaway items, such as t-shirts, pens, sunglasses, and backpacks, enhancing student engagement during on-campus events and programs
- Created animated videos explaining essential processes and policies, such as program applications and residence hall rules, to improve information accessibility and user engagement
- Increased engagement for my two main campus partners, the Office of Student Life and the Steinbright Career Development Center
- Redesigned and rebranded the annual Drexel Homecoming Celebration, utilizing vintage graphic elements from Drexel's past and new iconography to create an exciting look and feel that helped increase participation
- Designed the logo and branding system for Co-op 100, a year-long, centennial celebration of Drexel's revolutionary cooperative education model

**Graphic Designer**, Drexel University Online (Philadelphia, PA)

*February 2017–July 2017*

**Junior Graphic Designer**, Drexel University Online (Philadelphia, PA)

*April 2016–February 2017*

- Developed diverse marketing collateral for print and digital platforms, including posters, postcards, social media ads, email campaigns, PowerPoint presentations, infographics, and animations
- Designed trade show displays, infographics, and animations to support various promotional campaigns
- Leveraged illustration skills to incorporate the Drexel mascot into collateral, adding character-driven narratives and fresh elements to designs while upholding brand standards
- Leveraged animation skills to transform static graphics created for a poster into an animation to highlight Drexel University Online's Nurses Week, getting further mileage out of a successful existing design
- Promoted from a junior position and secured an extended contract after three months due to quality of work and ideas

**Graphic Design Intern**, MIT Annual Fund (Cambridge, MA)

*April 2015–August 2015*

- Designed and illustrated a range of promotional items, including mailers, greeting cards, t-shirts, and temporary tattoos, aligning with brand guidelines, target audience preferences, and current trends
- Managed vendor relationships to source giveaway items, ensuring quality and timely delivery
- Developed tailored donation request mailings with distinct messaging to resonate with different alum segments, from recent graduates to established alums, enhancing donor engagement and support
- Crafted creative visuals referencing inside jokes and enriching alum engagement strategies with meaningful content based on extensive research of MIT's history
- Hired as a freelancer for additional projects, including producing greeting cards and animations

**Visual Design Co-op, MathWorks (Natick, MA)**

*July 2014-December 2014*

- Developed comprehensive templates for an international trade show collateral system, including brochures, signage, banners, landing pages, emails, and icons, ensuring streamlined branding and messaging
- Produced technical illustrations tailored for MOOCs, enhancing visual clarity
- Designed professional layouts for white papers, reports, and a multi-chapter instructional book
- Conducted benchmarking of competitor websites and maintained archives to inform future design decisions
- Conceptualized, designed, and produced an invitation for a company-wide party for all 3,000 global employees featuring long exposure photographs of different colored lights and printed varnish effects
- Won an American Inhouse Design Award from GD Magazine in 2015 for invitation design

**Assistant Animator & Videographer, They're Using Tools! (Pawtucket, RI)**

*November 2013-May 2014*

**Graphics Intern, Newfangled Studios (Boston, MA)**

*September 2012-January 2013*

**Motion Graphics Intern, Black Math (Boston, MA)**

*May 2012-August 2012*

**Camera, Lighting, & Effects Editor, Harmonix (Cambridge, MA)**

*September 2008-February 2011*

**Lead Lip Sync Animator, Harmonix (Cambridge, MA)**

*September 2008-February 2011*

**Lip Sync Animator, Harmonix (Cambridge, MA)**

*October 2007-September 2008*

- Mastered proprietary software to edit cameras, lighting, and special effects
- Developed post-processing filters and transition animations for in-game text
- Created game assets, including character tattoos and background venue objects
- Animated lip-sync and facial expressions for vocalist characters
- Directed a team of lip-sync animators, ensuring consistent quality and timely delivery
- Edited gameplay trailers and authored blog entries for RockBand.com, engaging with the player community
- Collaborated with Quality Assurance testers, audio engineers, and software engineers to streamline workflows and contribute to the successful completion of multiple titles in the Rock Band series

## ENTREPRENEURIAL EXPERIENCE

---

**Founder & Creative Director**, Draculad Co, (Philadelphia, PA)

*January 2016–Present*

- Ideate, design, illustrate, and produce all products, branding, and advertising, including stickers, patches, postcards, books, buttons, enamel pins, and prints for sale online, in stores, and at events
- Oversee product printing and manufacturing, proofread content, prepare files, and communicate with various vendors to ensure the highest quality product
- Manage all aspects of business, including online presence, order fulfillment, scheduling, and finances
- Designed and produced a 16–page activity book on managing anxiety
- Created a range of gender-affirming pronoun buttons featuring each pronoun in every design and color for a more customizable opportunity for gender expression
- Increased sales by over 3000% in the last five years by expanding product line, online presence, and physical presence in stores and at in-person events such as the Trans Art Bazaar and RISD Craft

## SKILLS

---

### **Expert**

Adobe Photoshop, Illustrator, After Effects, and InDesign, Illustration, motion graphics, stop motion animation, typography and layout, print production and file prep, photo editing and retouching

### **Proficient**

Premiere, Squarespace, WordPress, MailChimp, HTML/CSS, Social Media Marketing, Canva, Figma, video production, photography, copywriting, Basecamp, Asana, Microsoft Office and Google Workspace

## EDUCATION

---

**B.F.A in Film/Animation/Video**, Rhode Island School of Design

**Certificate in Graphic Design**, Massachusetts College of Art and Design

**Social Media Marketing Certification**, Hubspot Academy (In progress)