



Michael Sturgill

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Summary

Graphic Designer / Animator / Producer with 15+ years of experience in broadcast and promotions. Specialize in helping employers achieve successful marketing strategies and communicate information by using graphic images, animations, writing and sounds to better impart knowledge and evoke emotion. Successful track record due to strong sense of design, solid team attitude, and ability to merge creative solutions with technology. Possess a tenacious eye for detail, patience with others, and diversity of skills.

Key strengths include: Broadcast Design / Animation / Producing / Editing

Experience

Michael Sturgill Design (2018-Present)

– Owner & CEO

Developing graphics, show opens and visual effects for promotions. Editing infomercials for web and digital distribution. Key clients include *Neighborhood Icon* and *Robert Half*.

FedEx (2018-Present)

– Operations Administrator

Managing equipment inventory and Control Room. Dispatching and inspecting vehicles. Planning and communicating trailer movement.

WBNS-10TV (2005-2017)

– Graphic Artist

Produced, wrote and edited advertisements for broadcast. Managed and conceptualized the overall aesthetic development of many televised programs and specials. Developed show opens, animated transitions, full-screen and lower third graphics for daily news segments and special projects. Created print ads, stage graphics and web banners for promotions. Operated the Playback Controller and Aurora Payout for broadcast.

- Won Employee of the Month (2006) for work on the John Spirko special.
A project that aided Ohio Governor, Ted Strickland, to reduce Spirko's sentence from "death" to "life imprisonment"
- Developed style models for various graphical templates, protecting visual branding and increasing work-flow by 200%
- Reduced turnaround on multiple projects by several days, by frequently anticipating departmental request well before they were needed; contributed to WBNS winning the Edward R. Murrow Award (Best Newscast in the Nation, 2008)
- Prepared multiple systems to increase graphical accessibility within departments, resulting in almost 24/7 availability
- Provided systems to identify content errors, improving accuracy and cross departmental relations
- Improvised graphical solutions to enhance promos when video footage failed to meet company standards, resulting in a superior product and revenue

WPXI-TV (2000-2005)

– Graphic Artist

Developed show opens, animations, full-screen, over-the-shoulder and lower third graphics for daily news segments and special projects. Managed and conceptualized the overall aesthetic development of televised community projects. Operated the CHYRON during live and recorded broadcast.

- Received recognition in the Pittsburgh Post-Gazette for work on Black History Month special (2002)

Technical Skills

TMS, eYMS, Adobe CC, After Effects, Photoshop, Illustrator, Premiere Pro, InDesign, CINEMA 4D, Pixel Power, Avid Deko 3000/Hybrid, Curious Maps, cell animation, illustration, marketing and public speaking

Education

BFA in Graphic Design – Miami University, Oxford, OH

AST in Computer Animation – Art Institute of Pittsburgh, PA