



# MICHAEL McCRACKEN

## DIGITAL DESIGN, PRODUCTION & DEPLOYMENT

Targeting: Digital design & dev for Banners, Emails & Sites.

Skills: Design, Animation (video & html) & Dev. Google Ads Creative Certification.

### INDUSTRIES CLIENTS/SPONSORSHIPS

**AUTOMOTIVE** Land Rover

**B2B** Viacom, SONY, DoubleVerify, Vonage

**BEAUTY\*** MakeUp ForEver, Nivea, Eucerin

**BROADCAST\*** HBO, Disney, 20th Century Fox

**CONSUMER GOODS\*** LG Household & Mobile,

Crayola, Staples, Panasonic, X-box, UniDays

**E-COMMERCE** BrylaneHome, Lerner Catalog

**INSTITUTIONS\*** BAM, The Guggenheim, NY Botanical Garden

**FINANCE** Bank of America, Beneficial Bank, Hartford Fund

**FASHION\*** Lucky Magazine, Roamans, Chadwicks

**GOVERNMENT** Dept of Health & Human Services

**HEALTH/PHARMA:** Syneos, JTCC, Prudential, Cialis, Lexapro, Kaletra, Coreg

**MEDIA** The New Republic, iVillage, CondéNast Digital

**MUSIC** XM Radio, Columbia House

**NON-PROFIT\*** UNCF, CureSearch, Americans for Arts

**PUBLISHING** DoubleDay

**RESTAURANTS** Wendy's

**SPORTS\*** Nascar, Team USA (Olympics), CSTV

**TECHNOLOGY\*** Sprint, Nokia, AOL

**THEATER/BWAY\*** Hamilton, Book of Mormon, Chicago

**TRAVEL\*** British Airways, W-Hotels, Tourism Ireland

\*See [www.mccracken.nyc](http://www.mccracken.nyc) for additional clients & projects.

### FREELANCE

**AGENCIES:** AdCouncil, AKA, ArtHouse, BouchezPage, Catalyst, DiMassimo Goldstein, GlobalWorks, Great Jakes, HeartBeat Digital, McCann/MRM, Modem Media, Organic, RDA, RappCollins, Renegade Marketing, Six+One, SortedInc & WolfGroup

### SPOTCO

Sr Designer, Art Director & Sr Developer

9 years

Art direct, design, video, motion- & graphic-design and development of banner campaigns and apps. Responsible for all online advertising campaigns: Both from a design & technical standpoint. Oversaw the transition from flash to html5. Clients were mostly Broadway musical/theater shows, film and cultural institutions.

### DESIGNORY

Designer & Producer

2 ½ years

Design & produce banners, html emails, microsites/landing pages. for full campaigns.

### NEW YORK GROUP

Video & 3D Producer

2 ½ years

Video editing & 3D animation for video/TV, cinema & multimedia projects. Clients ranged from Local retailers to Chamber of Commerce & Hewlett-Packard.

### EDUCATION

Shorter courses directly relevant to work:

Cinema4D intergration with After Effects (SVA, Winter 2018)

Ruby on Rails Bootcamp (Noble Desktop, Autumn 2015)

Greensock for HTML animation (Noble Desktop, Spring 2014)

Cinema 4D (NYU Continuing Ed, Spring 2013)

Interpersonal Communication (NYU Continuing Ed, Spring 2011)

Advanced Flash programming (SVA, Spring 2010)

Advanced After Effects (SVA, Autumn 2009)

MySQL & PHP (NYU Continuing Ed, Spring 2008)

Creative Concepting in Advertisement (SVA, Spring 2001)

### Forsbergs School of Design:

Stockholm, Sweden: Certificate. Program of Graphic Design. (1997 - 1998)

### Institute of International Education:

Stockholm, Sweden & Pace University, New York: Exchange program for Advertising. (1999)