

# MICHAEL LYONS WILLIAMS

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## PROFESSIONAL PROFILE

Video Media professional with advanced experience in Motion Graphics, Animation, and Video Production. Excelling in new media marketing: opening new accounts, creating and distributing new content based on expert analysis of market and statistical trends. Highly skilled academic and experience-based consultant with a proven track record in enhancing creative qualities and increasing user appeal.

## TECHNICAL SKILLS

**Design and Production:** *Motion Graphics Animation, Video Production and Editing, Sound Engineering, Website Development and Optimization*

**Computer Technologies:** *Adobe Photoshop, AfterEffects, Illustrator, Flash, Fireworks, Dreamweaver, ProTools, Apple Final Cut Pro, Apple Sound Track*

**New Media Marketing:** *Photo and Video Distribution/Statistical tracking and analysis, Social Networking/On-line Community strategies, Microblogging*

## ARTISTIC ABILITIES

Enhancing and enriching graphic and computer illustrated design with creative and award-winning talents in several artistic media of scale:

*Freelance Sketching  
Charcoal Sketching  
Oil and Acrylic Painting*

*Animated Renderings and Design  
Portrait and Events Photography  
Cinematography and Filming*

## RELATED EXPERIENCE

REAL TIMES MEDIA, Detroit, MI

2009

### Independent Contractor

- Instrumental in defining and managing online accounts; independently created a corporate template for determining web presence and subsequent promotional linkage to related sites
- Digitally captured, edited, and uploaded select photos and videos for on-line facilitation; developed subsequent media into real time framework via microblogging applications

THE J.R. THOMPSON COMPANY, Farmington Hills, MI

2008-2009

**New Media Specialist**

- Producing, filming, and distributing original podcast promotions for in-house and large-scale corporations such as Dodge Motorsports, Mopar, Wynn's USA
- Corporate advancement to developing and implementing online market strategies and enhancing corporate branding
- Special artistic license granted in directing and animating graphic content

CHERRY HILL PHOTOGRAPHY, Auburn Hills, MI

2007-2008

**Photographer**

- Creating and capturing dynamic interpersonal relationships in premier portrait packages
- Corporate advancement to operations management, quality control, and special events production

OPTIMINDS COGNITIVE TRAINING, Royal Oak, MI

2007

**Independent Contractor**

- Designed and produced interactive website with a dynamic focus on heightened brand identity and user-friendly interface
- Reorganized and refashioned client materials and color schemes using Flash Actionscripting

**INDEPENDENT PRODUCTIONS**

Produced the following multimedia video and animation shorts in academic and community venues—  
*Michael Williams, Creator, Producer, Director:*

*“Film is Dead” Film Festival/ 2D & 3D animation, video and film (2004); “Blue is for Truth, Red is for Love, Black is for Death” (2005); “The Second Woe”/Full animation (2006)*

**ACHIEVEMENTS AND AWARDS**

Outstanding Recognition—Multimedia video production *“Blue is for Truth, Red is for Love, Black is for Death,”* exclusively chosen for submission to the Block Island Film and Animation Festival, Council Authority • Block Island, Rhode Island

Blue Ribbon Award—Third Place—Artistic submission • Port Austin, Michigan

Gold Key Award—Scholastic achievement award for outstanding art portfolio (charcoal, oil mediums)

Silver Key Awards—Receiving several honors (silver status) for artistic achievement/outstanding art portfolio (several artistic mediums)

**EDUCATION**

B.A. Fine Arts • Film/Animation/Video • Rhode Island School of Design • Providence, Rhode Island  
*Cognate in Painting Instruction—Acrylic Medium—vast scales of all environments*