



MICHAELA MORREALE

GRAPHIC ARTIST

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EDUCATION

Bachelor of Fine Arts (2021)

Computer Animation / Applied Media Arts
Edinboro University of Pennsylvania
Edinboro, PA

Walt Disney College Program (2022)

Orlando, FL

SKILLS

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - Animate
- Video production
 - After Effects
 - Premiere
 - Cinema 4D
- Microsoft Office
 - Word
 - PowerPoint
 - Excel
- 3D tools
 - Maya
 - Blender
 - 3DS Max
 - Unreal Engine

FREELANCE EXPERIENCE

Atomic Focus Entertainment (2023-2024)

- Animated scenes for documentary

Siemen Energy (2024)

- 3D model

Cheers Fam! (2023-2024)

- Social media review videos with motion graphics

Hightail Media / Meta (2023)

- Motion design HTML banner ads

Spurs Sports and Entertainment (2023)

- Jumbotron animation

Angry Hockey Fans (2022-2023)

- Animated GIFs
- Merchandise designs

Right Here Interactive (2022)

- Interactive website animation

WORK EXPERIENCE

Sport & Story / Playfly Sports (2024 - Present)

Graphic Artist

- Utilized Adobe Creative Cloud to create 2D and 3D animated graphics and edited video content for clients in the sports industry.
- Created sizzle reels, gameflows, graphics, hype videos, and ads for jumbotrons and LEDs to be played during sports events.
- Storyboarded and animated three TV spots for MLB.

DICK'S Sporting Goods (2022 - 2024)

Content Specialist

- Regularly used Photoshop to prepare merchandise, according to brand guidelines for numerous sports clothing brands (Nike, Adidas, '47, etc.).
- Developed 3D renders for products to be showcased on website for customers to interact with.
- Oversaw the development of new media website to ensure code, image and functionality was in place.

Colonial Stock Transfer (2021)

3D Animator

- Utilized Maya tools to create graphics and animations to be used for corporate marketing commercials.
- Implemented knowledge of modeling, texture and mapping to showcase video effects in projects.
- Brainstormed new marketing ideas with client while pitching new animation technologies and techniques.

Neddie (2021)

Video Editor

- Communicated with marketing team to develop explainer videos to be used in social media promotions.
- Produced a 2D commercial using animation tools in After Effects targeting potential donors and investors.
- Participated in marketing meetings on new ways to promote Neddie brand, including pitching ideas and receiving feedback.