

Michaela Rice

Graphic Artist

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Professional summary

Creative Graphic Artist with 5 years of professional experience in animation, video editing, and multimedia design for leading sports and entertainment brands. Proven expertise in 2D/3D animation, video production, and motion graphics for live events, commercials, and digital platforms. Adept at delivering visually compelling content using Adobe Creative Suite, Cinema 4D, Maya, and Blender.

Employment history

Graphic Artist, May 2024 - Present

Sport & Story / Playfly Sports

- 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.

Content Specialist, Jul 2022 - Apr 2024

DICK'S Sporting Goods

- 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.

3D Animator, Mar 2021 - Dec 2021

Colonial Stock Transfer

- 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.

Video Editor, Mar 2021 - Jun 2021

Neddie

- 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.

Freelance Experience, 2022 - 2026

- **Kinematic Multimedia (2025-2026):** 3D animation, icon creation, logo creation, and image editing for medical software
- **Atomic Focus Entertainment (2023-2024):** Animation for documentary
- **Siemen Energy (2024):** 3D model
- **Cheers Fam! (2023-2024):** Social media video editing
- **Hightail Media / Meta (2023):** Motion design HTML banner ads
- **Spurs Sports and Entertainment (2023):** Jumbotron and LED animation
- **Angry Hockey Fans (2022-2023):** Animated GIFs and merchandise designs
- **Right Here Interactive (2022):** Interactive website animation

Education

Bachelor of Fine Arts, 2021

Edinboro University of Pennsylvania, Edinboro, PA

Computer Animation / Applied Media Arts

Skills

Adobe Creative Suite, Maya, Blender, Cinema 4D, 3DS Max, Unreal Engine, ToonBoom Harmony, Microsoft Office, Canva.