



Storm (Michelle) Haas

motiongraphicsart.com

5 Years Work Experience

E: stormmhaas@gmail.com

P: 412-518-8318

Education

Savannah College of Art and Design
Graduated Winter 2021
BFA in Motion Media Design
Minor: Animation
GPA: 3.7 (cum laude)

Software

<u>Other</u>	<u>Adobe Suite</u>
Wordpress	After Effects
Cinema 4D	Illustrator
Reaper/Audacity	Photoshop
Figma	InDesign
Canva	Premiere Pro
Hootsuite	Media Encoder
Microsoft 365	Animate/Flash

Skills

Social media management
Brand Development and Design
Online Learning Course Creation
Project Management
Magazine and Print design
Web Design
SEO and Site Health Optimization
HTML
Storyboarding/concept development
2D animation
Typography/kinetic typography
Professional and creative writing
Foundation art skills

Awards

SCAD Achievement Honors Scholarship
SCAD Academic Honors Scholarship
Dean's List (Fall 2017 - Winter 2021)

Work Experience

CKH GROUP - Atlanta, GA

Global Brand Designer (Sept.2021 - present)

Marketing and Branding Intern (May 2021 - August 2021)

Unified the design, visual expression, and branding of CKH Group, across all global and local offices. Left a lasting impact on the branding, digital presence, and marketing department of CKH Group by doing the following:

- Created a new brand manual and facilitated asset-creation of rebranded materials.
- Tripled social media followers across company platforms within a six-month period.
- Was lead designer of new company magazine.
- Directed, filmed, edited, and produced a company-wide onboarding video.
- Created a Litmos (online learning) company onboarding course
- Managed social media content creation and engagement growth.
- Fully designed new company website via Wordpress.
- Initiated copyright compliance by implementing a photo/video release form

PITTSBURGH PENGUINS, National Hockey League - Pittsburgh, PA (January 2021 - April 2021)

Motion Graphics Intern

Created successful and original graphics, animations, and media for the Pittsburgh Penguins under direction of the Manager of Motion Graphics. Supported professional practices within the sports/entertainment industry and utilized assets consistent with the NHL's brand identity.

GULFSTREAM AEROSPACE - Savannah, GA (March 2020 - June 2020)

SCADpro Collaboration Presentation Team Leader

Participated in a selective SCADpro multi-disciplinary collaboration with Gulfstream Aerospace to design and present ideation and concepts of a future flight deck for the company. Led the presentation/slide deck team which included branding and formatting deliverables.

HH RED STONE PROPERTIES, LLC - Savannah, GA (October 2018 - May 2019)

Community Leasing Assistant

Responsible for social media platforms and maintaining the company's brand identity. Regularly designed graphics and layout for informational pamphlets and social media posts. Also ran the front desk, conducted tours, and sold leases to viable residents.

LAKESIDE CHAUTAUQUA - Lakeside Marblehead, OH (June 2017 - August 2019)

Commission Artist (and Seasonal Certified Lifeguard/Sailing Staff)

Conceptualized and designed multiple branding logos and t-shirt graphics for tourism activities and resort staff.

FREELANCE ARTIST - Pittsburgh, PA/Cleveland, OH/Savannah, GA (May 2015 - January 2021)

Self-Employed Commission and Caricature Artist