

# Michael Keenan Jr

☎ 678.852.9786

✉ michael@younganimals.org

🌐 www.younganimals.org

🎥 vimeo.com/younganimals

## Skills

- UX Design
- UI / Digital Product Design
- ADA Training
- .com & App Design
- Social Campaign Strategy
- Storyboarding
- Prototyping
- DOOH
- Design System Creation
- Experiential & Event Marketing
- Strategy & Usability
- SEO
- Customer Journey & Persona
- Empathy & Mentorship
- Team Leadership
- Creative & Art Direction

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- Motion Design & Composite
  - Broadcast Design Experience  
(AT&T, Comedy Central, Turner Broadcasting, Cartoon Network, AdultSwim, Reebok, IHG, Ram Trucks)
  - Previous work on 4 Major Network Series - Squidbillies (Cartoon Network, Adult Swim), Aquateen Hunger Force: the Movie Film For Theatres (Cartoon Network, Adult Swim), Stiff (Cartoon Network, Adult Swim), Freakshow (Comedy Central)

Michael is  
**YOUNGANIMALS**

## Application Knowledge

- Figma, Sketch, Axure RP, Balsamiq, Miro, Adobe CC Suite, Keynote, Microsoft Office, Jira, Hotjar, Amplitude, Mouseflow, After Effects CC, Premiere, Reason

## Education

**BFA Graphic Design** Georgia State University - Class of 2007

## Work History

### Experience Design Director & Lead

Sept 2014 - Present

Iris Worldwide

- Create and lead UX / UI design and provide creative design direction for responsive .com, mobile app, DOOH, experiential, branding, social campaigns and motion design projects.
- Craft customer journey's, wireframe prototypes and persona development.
- Lead agile and regional design teams across a multi-office network.
- Co-lead in-person events, workshops and pitch presentations for a variety of clients including: Reebok, Paypal, IHG, Zaxby's, Lamborghini, Barclay's, etc.
- Daily management of direct reports across digital design and UX disciplines.
- Concept, creation and structure of regional UX / digital design processes.

### Design Lead / Art Director - Contract

Feb 2014 - Sept 2014

Forty Four Digital - Atlanta, Ga

- Create UX / UI design and provide art direction for responsive .com, mobile app, social campaigns.
- Crafting unique storytelling moments and bespoke campaign branding.
- Present and work directly with clients to craft new brand work and co-lead tissue sessions

### UX Designer / Art Director - Contract

Nov 2013 - Feb 2014

Macquarium - Atlanta, Ga

- Create UX / UI design and provide art Direction for responsive .com, mobile app, social campaigns.
- Crafting unique storytelling moments and bespoke campaign branding.
- Work alongside an agile UX team to craft a variety of wireframes, annotations and prototypes.

### Sr Designer

Jan 2010 - Sept 2013

Razorfish

- Create UX / UI design for responsive .com, mobile, experiential, app, social campaigns, and prototypes.
- Crafting unique storytelling moments and bespoke campaign branding.

### Designer / Motion - Contract

Apr 2008 - Dec 2009

Various Clients (Turner, Lab 601, Syfy Channel, Mountain View Partners)

- Create UX / UI design for responsive .com, mobile, branding, social content and motion design projects

### Motion Designer / Digital Designer

Jan 2006 - Mar 2008

Radical Axis (Turner, Cartoon Network, AdultSwim)

- Create style frames, 2D animate and composite motion design for broadcast and craft bespoke UI for .com.