

**3D**  
**Motion Graphics**  
**Conceptual Design**  
**Michael McDonough**



# Experience

## **MMCD Studio / Freelance Motion Graphics, 3D Visualisation & Conceptual Design**

October 2009 - Present

I'm a lead conceptual 3D designer, art director and motion graphics artist developing creative responses for a varied and international client base including John Lewis, WPP Group, Selfridges, Wunderman, VCCP, Leo Burnett, Saatchi & Saatchi, MKTG New York, Havas Group, Digitas, Design Studio and Super Union. Based in London, I work independently and as a collaborator on above-the-line and self-directed projects including film, digital, motion graphics, 3D conceptual visualisation, event and installation space design and brand identity/campaign design.

**Software Skills - Maxon Cinema 4D / Redshift / Adobe XD / Adobe After Effects / Adobe Photoshop / Adobe Premier Pro / Adobe Illustrator / Octane / Sketchup / Squarespace / Xparticles**

## **Lick Creative (Delta Group) / Designer**

April 2013 - April 2014

My position with Lick Creative included digital asset and website visual design as well as 3D visualisation and motion graphics. Working as part of a busy design agency I developed my creative skills across Above-The-Line projects for clients including Shazam, Sony, Tesco, Sainsburys and NBC Universal. In addition my responsibilities included the production of studio marketing works and external studio showreel editing and production.

**Software Skills - Maxon Cinema 4D / Adobe After Effects / Adobe Photoshop / Adobe Premier Pro / Adobe Illustrator**

# Details

## Software

Maxon Cinema 4D R21  
X-Particles 4.0  
Redshift  
OTOY Octane  
Sketch & Invision  
Sketchup  
**Adobe Creative Suite;**  
Photoshop  
Illustrator  
After Effects  
XD  
Fuse

## Education

**BA Arts in Architecture**  
The University of Manchester School  
of Architecture  
2003 - 2006

## Contact

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## Portfolio

[www.mmcd.work](http://www.mmcd.work)  
[www.vimeo.com/mmcdstudio](http://www.vimeo.com/mmcdstudio)

## References

Available on request.



