

Summary:

Emmy Award-winning Creative Director with 20+ years of experience leading high-impact visual design, motion graphics, and brand systems across broadcast, digital, and experiential platforms. Proven ability to translate business objectives into scalable creative solutions that enhance user experience, streamline workflows, and elevate brand consistency. Collaborative leader skilled in mentoring teams, driving innovation, and delivering measurable results across cross-functional environments.

Experience:

Magis Media, LLC. ■ Kalamazoo, MI **CREATIVE DIRECTOR ■ July 2022 – Present**

- Lead end-to-end creative direction for digital display systems, including LED studio panels and interactive broadcast environments
- Develop scalable, brand-aligned design systems across digital, print, and environmental applications
- Translate corporate brand standards into user-centered design solutions for enterprise-level broadcast clients
- Collaborate with major U.S. station groups to adapt and implement cohesive visual packages across multiple markets
- Create and lead training programs (in-person, virtual, and video-based) to support product adoption and client success
- Manage project timelines, creative workflows, and deliverables to ensure high-quality execution and on-time delivery

WOOD TV8 ■ Grand Rapids, MI **ART DIRECTOR ■ September 2014 – July 2022**

- Led and mentored a multidisciplinary creative team, providing direction, feedback, and performance development
- Designed and implemented comprehensive broadcast graphics systems across 17+ studio displays and platforms
- Developed custom 2D/3D motion graphics packages for news, weather, and digital content
- Partnered with executive leadership to align visual strategy with editorial and business goals
- Enhanced production efficiency through improved templates, workflows, and design standards

SENIOR MOTION GRAPHICS DESIGNER ■ March 2008 – September 2014

- Executed high-quality motion graphics and visual design for broadcast, digital specials, and commercial clients under time-sensitive deadlines

NEWSCAST PRODUCER ■ April 2011 – September 2011

- Wrote and produced content for live daily newscast, ensuring clarity, accuracy, audience relevance, and compelling video presentation

PRODUCTION ASSISTANT ■ October 2004 – March 2008

- Supported live studio production, including teleprompter operation, talent coordination, and show execution

Volunteer & Leadership:

Starlite Shores Family Camp ■ Byron Center, MI
Social Media Coordinator, Videographer ■ September 2017 – Present

ResLife Church ■ Grandville, MI
TV Production Ministry, Next Steps ■ January 2016 – Present



ANDREW STORM
CREATIVE ■ DESIGN

Portfolio & Reel:

<https://andrewtstorm.com>

Contact:

616.250.9938

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Skills:

- Visual Design & Brand Development
- Creative Direction & Conceptualization
- Motion Graphics & Video Editing
- Print & Digital Design
- Environmental & Display Design
- Social Media Strategy
- HTML & CSS
- Project Management

Software:

- Adobe Creative Suite
- Cinema 4D
- OBS

Education:

Grand Valley State University
Allendale, MI
Bachelors of Science, Journalism
Graduated: December 2008