

## 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 adopted across multiple broadcast groups, improving visual consistency across markets
- Translate corporate brand standards into user-centered design solutions for enterprise-level broadcast clients, reducing customization friction and accelerating deployment timelines
- Collaborate with major U.S. station groups to adapt and implement cohesive visual packages across multiple markets and display systems
- Create and lead training programs (in-person, virtual, and video-based) enabling faster onboarding and increased product adoption across client teams
- Manage project timelines, creative workflows, and deliverables to ensure high-quality execution and on-time delivery across concurrent projects

### WOOD TV8, Grand Rapids, MI

#### Art Director ▪ September 2014 - July 2022

- Led and mentored a multidisciplinary creative team, improving design consistency, output quality, and team efficiency
- Designed and implemented comprehensive broadcast graphics systems across 17 studio displays and platforms including remote downtown studio
- Developed custom 2D/3D motion graphics packages for news, weather, and digital content
- Partnered with executive leadership to align visual strategy with editorial goals, strengthening brand presence and viewer experience
- 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, Video ▪ September 2017 - Present

- Lead social media and video content strategy supporting families navigating pediatric cancer journeys

### ResLife Church, Grandville, MI

#### TV Production, Next Steps ▪ January 2016 - Present

- Operate ProPresenter during Sunday morning services
- Serve with Next Steps team during bi-monthly baptism services



# ANDREW STORM

CREATIVE ▪ DESIGN

## CONTACT:

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## PORTFOLIO & REEL:

<https://andrewtstorm.com>

## LINKEDIN:

<https://www.linkedin.com/in/andrewstorm/>

## 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 in  
Journalism  
Graduated: December 2008