

Fractal Orange

HANNA LOEGERING | MOTION GRAPHICS

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Freelance Motion Graphic Designer

Fractal Orange
May 2019 – Present

- Designed & animated logos, short videos, title sequences, broadcast packages, and light visual effects to meet client specifications & brand standards
- Produced content in multiple artistic styles with a skill set in both 2D and 3D motion graphics
- Storyboarded scripts for internal & client use
- Updated current logos and designed new original logos
- Managed multiple projects while delivering content efficiently and to client specifications

Motion Graphics Designer & Videographer

Serendipitous Films & Video
Aug 2017 - May 2019

- Designed & animated logos, short videos, title sequences, broadcast packages, & social media videos to meet client specifications & brand standards
- Produced content in multiple artistic styles with a skill set in both 2D and 3D motion graphics
- Storyboarded scripts for internal & client use
- Production assistant & camera operator on multiple shoots across the US
- Collaborated with clients in diverse industries: construction, medical, aviation, TV, social work, software, oil & gas

Creative Communication Specialist

Student Union Marketing Team, MSUM
Aug 2016 – May 2017

- Collaborated with campus departments & organizations to promote various union & campus events & services
- Designed distinctive print (posters, fliers, floor/wall stickers, & other specialty pieces) & digital media (digital billboards, motion graphics, & social media) pieces for campaigns while working within the university's design standards & client expectations
- Effectively worked to complete all aspects of large advertising campaigns

Marketing Designer

Marketing Department, MSUM
May 2016 – Aug 2016

- Collaborated with students & faculty to produce promotional admission videos directed towards area high school students
- Designed graphics approved by the team to be used in the videos

Web Design Assistant

IT Department, MSUM
May 2015 – Aug 2016

- Maintained university's website by updating content & fixing errors
- Produced graphics for university's website & animated content for promotional purposes
- Created 3 short promotional videos for MSUM's College for Kids & Teens by shooting video, animating title sequences, & editing video & audio



After Effects



Blender



Illustrator



Photoshop



Premiere

Minor
Music

Bachelor of Science
Graphic Communications

Minnesota State University
Moorhead (MSUM)
2017