

Mary C. Taylor

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Passionate multimedia designer with extensive experience combining creativity and strategic thinking to steer the development of high-quality videos, campaigns, and visual assets. Well-versed in using aesthetic intelligence and informed intuition to create unique and memorable stories and experiences, integrating elements of time, sound, and space with solid design principles. Influential communicator who can collaborate with teams and clients to activate best practices and establish a culture of innovation.

CORE COMPETENCIES

- Collaboration and Leadership
- Creative Conceptualization
- Process Improvement
- Project Management
- Motion Design
- Video Editing

PROFESSIONAL EXPERIENCE

Oracle — Kansas City, MO

Senior Multimedia Designer, September 2014 — Present

- Design, animate and edit content, including B2B testimonials, animated explainer videos, promotional videos, live event videos, landing pages, and HTML emails for conferences (i.e., HIMSS Global Health Conference), sales and marketing within healthcare technology industry.
- Create, streamline and manage post-production pipeline, working on two to three projects at any given time using brand design elements.
 - Interface with design team to conceptualize motion design elements.
 - Interface with producers and writers to edit videos using various storytelling and editing techniques, listening to flow for optimal timing and emotional beats for story.
 - Author software template files such as script templates, storyboard templates, audio recording templates, editing and animation file templates, and post-production organizational folders.
 - Create Adobe MOGRTs for company use, other editors, and vendors; received positive feedback from editors for its ease of use and time-saving capabilities and from management for facilitating implementation of brand standards.
- Helped establish video apprenticeship program, hiring two apprentices and converting one of them into full-time.
- Train and guide designers, interns and apprentices on processes and practices for editing and motion design.
- Mentor other associates through company's mentorship portal about department, work, and portfolios.
- Stay up to date with technology and trends through peers, continual research, involvement with Adobe Ambassador program, and attendance at conferences such as The Illustration Conference and Lightbox Expo.
- Received 2016 MarCom Gold Award for testimonial videos and multiple internal company recognitions.

Flipt Pictures — Kansas City, MO

Animator and Illustrator, February 2008 — September 2014

- Created marketing videos and animations, commercials, music videos, animated explainer videos, short films, sports stadium promos, logo designs, coloring work, external websites, and HTML email redesigns for various clients.
- Created two original short children's animation films and a short animation as part of an anthology which screened at film festivals such as Animation Block Party, Cucalorus Film Festival, and LA International Children's Film Festival.
- Clients include Intouch Solutions (healthcare technology), Federal Reserve Bank of Kansas City (financial), National Cinemedia, The Kansas City Royals, Andrews McMeel Universal, Lyn Elliot Filmmaker (entertainment), and Midwest Music Foundation (non-profit).

PROFESSIONAL AFFILIATIONS

Member — Adobe Creative Ambassador Program	2019 — Present
Member — Women in Animation	2014 — Present
Member and Board Member (2013-2016) — Women in Film & Media Kansas City	2011 — Present
Narrative Shorts Juror — St. Louis International Film Festival	2018 — 2020
Animation Judge — Reel Spirit: Young Filmmakers Showcase	2014 — 2016
Animation Programmer — Kansas City FilmFest	2014

ADDITIONAL INFORMATION

- Education: Bachelor of Liberal Arts — University of Missouri-Kansas City
- Technical Skills: Adobe Premiere, After Effects (Plus Expressions Coding), Audition, Photoshop, Illustrator