

# Mike Farnon

Motion graphics animator - Videographer - Photographer

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## ABOUT ME

Hello! I'm Mike, a freelance videographer and motion designer working in London. I have a keen interest in the world of marketing and work consistently on my own freelance projects, mainly in paid social advertising, music video and studio session recording.

Outside of work I love music and to study and take pictures on my own film photography cameras. I also enjoy PC gaming, exploring London and feeding my fish!

## EXPERIENCE

### Freelance Motion design and Videography

March 2023 - present

After leaving Thriva Health I decided to work on larger freelance projects specialising in Motion design and Videography

- **Blurred agency** - Explainer videos centering on the ecological water goals of The Coca-Cola company, and the end of year wrap up for Pizza Hut Europe.
- **Amphora agency** - Videography and Motion design working with Ferly (Positive sex mentorship), Motherroot (Alcohol free cocktails), Fieldmargin (mapping your farm easily)
- **Flying Fantastic** - Aerial Silk Videography
- **Film and videography for London based startups:**
  - **Flock** -
  - **Healthkey** - Interview filming for customer success and brand outreach
  - **Lantum** - Motion design/ videography for instructions and brand outreach
- **Trinity College Jazz** - Branding and identity animation/photography
- **Volunteering** - Hackney Foodbank photography and The Courtyard - St Mary Magdalene Academy Islington Prospectus Photography

### Thriva health, London — Mid level moving image designer

FEB 2020 - MAR 2023 (Progressed, junior to mid level)

In house motion designer, photographer and videographer. Working across paid social advertising and organic channels.

Responsibilities include

- Website photography and videography
- Product photography and animation
- Brainstorming and idea creation
- Paid social ad creation
- Podcast editing and guest correspondence
- Prospective employee interviewing

## SKILLS

Personable - great team worker

Idea generation

Motion Design

Videography - documentary, corporate and narrative.

Stop motion animation

Product photography

Scheduling and time management

Social media management

## Programme proficiency

Adobe Suite

- Premiere
- After effects
- Photoshop
- Lightroom

Davinci Resolve

Figma

Toon Boom Harmony

Procreate

## **Russ Law animation, Freelance, London — *Animator and compositor***

OCT 2019 - FEB 2020

Remote work on whiteboard informational videos for various clients within the web tech and health tech space.

Idea generation, storyboarding, animatic creation, harmony/after effects animation and illustrator design. Whiteboard animation and compositing completed in videoscribe/adobe premiere.

## **EDUCATION**

### **Arts University Bournemouth, Bournemouth — *BA, animation production - first class honours***

2015 - 2018

*Detective Avery Ebson: Hat and Everything (graduate film) - Wrote, directed, storyboarded and animated in a team of 9.*

*Official selection REDCAT animation festival, Riverrun animation festival, Bam kids festival new york, Athens Animfest, Seattle childrens festival*

### **Langley Park School for Boys, London**

2008 - 2015

A levels - B in Graphic design, B in Media production and C in Chemistry

References available on request