

# Michael Cochrane

## Senior Motion Designer

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With 20+ years of experience bringing brands to life in Sydney & London, I make ideas move – from global campaigns to venue-scale experiences across digital, social, & large-format platforms.

Clients have included: **Qantas, The Star, HSBC, Lloyds, Google Chrome, Optus, & Tourism Australia.**

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| <b>Skills</b> | After Effects<br>Photoshop | Blender 3D<br>Illustrator | Media Encoder<br>InDesign | Animate<br>ComfyUI | Nano Banana<br>Firefly |
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### Freelance – Sydney 2026

#### Senior Motion Designer

Highlight: Crowds stopped to take photos and videos of my 2026 Lunar New Year foyer takeover – looping every five minutes on a 16m-wide 8K screen, synced with lights, sound, pole wraps, LED walls/ceiling, and fountain that can draw pictures with water.

Core: Motion design, creative/art direction, animation, graphics, 3D modelling, editing, grading.

**Clients:** *The Star • Bastion • Vitaman*

### Doltone Hospitality Group – Sydney 2025

#### Lead Motion Designer

Highlight: Designed an AI pipeline that transforms in-house imagery into engaging social videos.

Core: **Motion design, branding, animation, 3D, AI to video, digital OOH, social, hype reels, custom large-format screens.**

**Brands:** *Doltone House • Hay St Market • Midden • Ovation • Sydney Event Centre*

### House (Star Entertainment Group) – Sydney 2017–2025

#### Lead Motion & Digital Creative

Highlight: Brought Easter to life by animating a bunny hopping around Queen's Wharf Brisbane's 100m-tall curved digital facade.

Core: Motion design, animation, TVCs, digital OOH, HTML/video banners, on-property screens, 3D, creative/art direction, quoting digital/motion jobs, managing motion designers/freelancers, video asset library creation.

**Brands:** *Darling • Star Grand • Residences • Sokyo • Black • Sports Bar • Harvest Buffet*

### Freelance – Sydney 2014–2017

#### Digital Creative & Art Director

Highlight: For the new business team, I hand-illustrated a pitch deck on a 20 meter roll of butcher's paper. No undo button.

Core: Design, art direction, illustration, animation, HTML, ActionScript, Google Web Designer.

**Clients:** *BMF • With Collective • Drifter • Mi9*

**Brands:** *Qantas Frequent Flyer • Unilever • WeightWatchers • Australian Government • Jarlsberg • Nomad Restaurant • ninemsn*

### Freelance – London 2010–2014

#### Digital Creative

Highlight: Produced high-volume digital campaigns for major UK and global brands, ensuring engagement and online brand impact.

Core: Design, art direction, illustration, HTML, ActionScript, Google Web Designer.

**Clients:** *RKCR Y&R • JWT • BBH • Blast Radius • Karmarama • AKQA • Gyro • Iris Nation • Ogilvy East • Publicis • SapientNitro*

**Brands:** *Virgin Atlantic • Lloyds • HSBC • Land Rover • London Business School • Xbox • Google Chrome • Bacardi • Vodafone*

### Inferno – London 2008–2010

#### Digital Designer

Highlight: Designed and delivered an interactive touchscreen table for Nokia World 2009, travelling with it to Stuttgart.

Core: Design, art direction, HTML, ActionScript.

**Brands:** *Visa • Nokia • MCIA • Hiscox Insurance • BlackBerry*

## **M&C Saatchi — Sydney 2004–2007**

### **Digital Designer**

Highlight: Photographed and created a 360° virtual tour of the Sydney Qantas First Class Lounge.

Core: Design, art direction, illustration, animation, photography, ActionScript, interactive Flash games.

**Brands:** *Optus • NRMA • Qantas Frequent Flyer • Tourism Australia • ANZ • SGIO • Woolworths Homeshop • Red Cross*

## **Liquid Protocol — Sydney 2001–2004**

### **Digital Designer**

Highlight: Designed fast, data-driven microsites that were easy to maintain and update.

Core: Design & production of websites using HTML, ActionScript, XML.

**Brands:** *J&J O'Brien • Sass & Bide • Ken Done • Marlborough Bar • Greenwood Hotel • Cargo • Bungalow 8 • Home Nightclub*

## **Education — Canberra 1997–2000**

### **Bachelor of Graphic Design**

Highlight: Developed an interactive CD-ROM portfolio featuring graduating students' design work.

Core: Typography, illustration, photography, film studies, design history & marketing.

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## **Fun facts**

From snowboarding and cycling to dog walking and building Raspberry Pi/Arduino projects — I like to make things move.