

Hi, I'm Mike Munroe

Motion and visual designer

mikejmunroe@gmail.com · mikemunroe.ca

Profile

I'm a designer with over twenty years of experience across motion, video, brand and web for tech companies. For the last eleven I was at Redbrick, where I rose to Art Director, leading motion and video across its portfolio and designing identities including the Quartz, Shift and Paved logos. I take work from brief to the shipped product, and I build the systems that keep a brand consistent. I'm at my best working closely with product, marketing and engineering, turning loose ideas into work people can use.

Experience

Art Director, Video & Motion Design

2024 - 2026

Redbrick

- Led art direction and production for video and motion across Redbrick and its portfolio companies, including Shift, Animoto, Paved, Delivra and Quartz, working hands-on and directing other designers on larger projects.
- Owned brand and design decisions with stakeholders on major initiatives, partnering with development, marketing, analytics and product teams.
- Built AI-assisted workflows into video and motion production, achieving faster delivery times and expanding creative potential.
- Mentored designers as the creative team grew from three to eight.

Web & Multimedia Designer

2018 - 2024

Redbrick

- Designed and produced product animation for Shift, Leadpages, Delivra, Animoto and more.
- Produced video end to end, including storyboarding, shooting, editing and motion graphics, for product launches, paid media and brand campaigns.
- Designed brand identities, including the Shift logo, and responsive marketing sites for portfolio companies.

UX Designer

2015 - 2018 · half-time

Assembly (formerly Upwords), a Redbrick company

Designed websites, products and brands.

Graphic Designer

2012 - 2018 · half-time alongside Assembly from 2015

Tapstream

Branding, illustration, web design and front-end build.

Co-founder

2010 - 2015

MassHabit Games

Co-founded an indie game studio and shipped several titles. The flagship game, Squibble, passed a million downloads and earned a 9/10 from Wired.

Experience cont.	Design, photo & video 2003 – present Independent Photography, videography, brand design, graphic design, illustration, motion design and web design for clients.			
	Earlier 2002 – 2010 Brand, product interface and web design for Victoria software startups, 3D modelling at CloverPoint Cartographics, design and print production at Boylan Imaging.			
Skills	Motion and animation Product animation, Lottie, interaction prototyping, brand motion systems	Video Production from storyboard to final edit. Shooting, editing, colour, motion graphics	Visual design Brand identity, illustration, graphic design, photography	Technical HTML and CSS, front-end constraints, performance budgets, email and mobile rendering, AI-assisted production workflows
Tools	After Effects, Premiere Pro, Figma, Bodymovin/Lottie, Illustrator, Photoshop, InDesign, Lightroom, Higgsfield			
Education	Bachelor of Applied Arts, Visual Communications 1999 – 2003 Medicine Hat College			
Recommendations	I had the pleasure of working with Mike at Redbrick, and he is genuinely the most talented Motion Designer and Videographer I've ever had the opportunity to work with. ... I really valued the opportunities I had to learn from him, and whenever I received his feedback, I saw it as a great opportunity to learn and grow as a designer. Mandy Schollen, Senior Multimedia Designer, Redbrick		Mike is a motion wizard, whose technical skills are only surpassed by how thoughtful he is as a collaborator. From paid media ads, to web design, to large motion and video projects, can't recommend this guy enough! Rachel Aiken, Senior Content Manager, Redbrick	