

MICHAEL KINGSBERRY

High Point, NC | 301-467-1802 | Michael.kingsberry@yahoo.com | Active Secret Clearance
michaelkingsberry.com | linkedin.com/in/michaelkingsberry

CREATIVE TECHNOLOGY & MULTIMEDIA PRODUCTION LEAD

AI-Enabled Creative Workflows • Video & Multimedia Production • Digital Product Development • Visual Communications • Accessibility

PROFESSIONAL SUMMARY

Creative technology and multimedia professional combining video production, graphic design, visual communications, eLearning, digital accessibility, generative AI, and digital product development. Brings creative leadership and hands-on production expertise to projects from concept through delivery using Adobe Creative Cloud, emerging AI tools, and repeatable AI-assisted workflows for federal, international, commercial, and educational audiences.

CORE EXPERTISE

Creative Technology • Multimedia Production • Video Production & Post-Production • Graphic Design • Visual Communications • AI-Enabled Creative Workflows • Generative Media • Digital Product Development • Digital Content • eLearning • Technical Publications • Data Visualization • Project Delivery • Cross-Functional Collaboration • Section 508 & Digital Accessibility • User Experience (UX) / User Interface (UI) • Digital Asset Management

PROFESSIONAL EXPERIENCE

THE BOWEN GROUP / GTSC — Remote | 2022–Present

Creative Designer | 2024–Present

- Develop graphic design, visual communications, digital publications, eLearning assets, and multimedia for federal programs using Adobe Creative Cloud. Translate complex technical and instructional requirements into clear, audience-focused digital content while maintaining brand, accessibility, quality, and production standards.
- Conceived and produced a 30-second proof-of-concept Military Life Learning (MLL) Course Teaser Video as a short-form, social-media-style course preview. Established a repeatable 10–15-hour production workflow and level-of-effort model using Adobe Premiere Pro, ChatGPT-assisted scripting, ElevenLabs AI narration, course and stock media, music, and sound design.
- Conceived and developed the Military Life Learning Dashboard to simplify spreadsheet-based promotional asset tracking. Built a visual application to review content coverage, identify gaps and problematic assets, filter by topic, status, and promotional date, and generate clearer planning summaries using AI-assisted workflows to prototype, test, refine, and deploy the solution.
- Integrate accessibility throughout the content-development lifecycle and validate Section 508 compliance across Word, PowerPoint, PDF, eLearning, and multimedia deliverables, including captions, transcripts, alternative text, accessible document structure, and inclusive visual design.
- Collaborate with program managers, content specialists, instructional designers, developers, and creative professionals; work independently to manage multiple projects, concurrent assignments, and meet deadlines with consistent attention to detail.

Multimedia Designer | 2022–2024

- Led multimedia production for the 15-minute Introduction to Early Intervention Services MilLife Learning course, combining full-motion video, 2D animation, motion graphics, character animation, music, sound effects, AI-assisted storyboarding, AI narration, and accessible design.
- Pioneered AI-assisted narration within MilLife multimedia workflows, introducing text-to-speech as an alternative to traditional voice talent to improve production efficiency and reduce associated costs and turnaround time.
- Produced and edited instructional multimedia using Articulate Storyline 360, Vyond, Animaker, Reallusion Cartoon Animator, and Adobe After Effects, integrating animation, video, narration, interaction, precision audio editing, sound design, mixing, and mastering.

JOLONDON CREATIVE WORKS — 2021–Present

Founder / Creative Technology & Multimedia Producer

- Lead multidisciplinary creative technology projects across video, digital storytelling, visual communications, photography, websites, interactive experiences, and application development, integrating creative direction, production, and technology.
- Direct end-to-end video and multimedia production for web, social, promotional, educational, documentary, and narrative content—from concept, scripting, and storyboarding through editing, motion graphics, sound, color, captions, localization, and delivery.
- Apply generative image, video, voice, music, and language tools—including OpenAI/ChatGPT, Adobe Firefly, Midjourney, Leonardo AI, Runway, Kling, Seedance, Pika, Google Veo, ElevenLabs, Descript, Suno, Udio, and VEED—for visual development, previsualization, creative iteration, voice production, generative music, and hybrid AI/traditional workflows.
- Produce and repurpose multimedia for social platforms, including short-form video, Reels, audiograms, educational/promotional content, product demos, testimonials, events, infographics, and branded campaign assets optimized for platform-specific delivery.
- Use AI-assisted IDE workflows to translate product concepts into functional websites and applications, contributing to UX/UI, frontend development, APIs, authentication, cloud services, debugging, testing, Git/GitHub, deployment, and documentation.
- Serve as co-inventor and technology-development team member for QuickSession Pro, an AI-enabled music-production platform combining remote recording, automation, professional audio processing, and AI-assisted mixing/mastering. Contribute to APIs, AWS workflows, testing, troubleshooting, feature development, and controlled release validation.

- Designed and implemented a digital documentation system for a private collection of 600+ Inuit artworks. Established controlled multi-angle photography, standardized imaging, metadata, file management, QC, and 360° visualization workflows supporting preservation, insurance, remote appraisal, publication, virtual presentation, and long-term access.
- Conceived and developed the Inuit Collection Archive System (ICAS), a collection-management and appraisal platform whose validated initial registry contains 1,078 digital assets across 148 artworks and 23 artist folders with zero orphaned or duplicate assets.
- Conceived and developed the Reading Experience Platform, an AI-assisted visual reading system that preserves original source text while adding structured visual scaffolding for comprehension, attention, and engagement. Advanced the concept from proof of concept to standalone product architecture.
- Designed and launched the JoLondon Creative Producer Academy and delivered an 8-week, 150-hour project-based internship spanning AI-assisted production, audio, branding, mobile video, social content, creative marketing, portfolio development, and capstone evaluation. Built the supporting digital learning environment.
- Develop accessible and multilingual media using AI-assisted voice production, transcription, captioning, translation, and localization workflows.

KEYLOGIC / IIA — 2016–2020

Senior Subject Matter Expert / Multimedia Producer

- Developed multimedia, digital-learning, and technical-communications solutions for enterprise, academic, and federal clients, bridging audiovisual production, technology implementation, technical documentation, usability, and QA.
- Created LinkedIn Learning development toolkits and technical documentation supporting institutional implementation, rollout, and user adoption.
- Developed and executed 350+ user test scripts and supporting documentation for an open-source audiovisual application developed for Columbia University, identifying functional issues and supporting system quality and usability.
- Conducted a digital media collection-management assessment for the Library of Congress, evaluating existing processes and developing streamlined workflows, operational recommendations, and digital asset management best practices.
- Produced multimedia training and instructional content supporting technology adoption and user education.

SELECTCUT MEDIA LLC — 2015–2020

Multimedia Producer / Director / Editor

- Directed and produced video and multimedia projects from concept and pre-production through filming, editing, sound design, post-production, mastering, and final delivery.
- Directed, filmed, and edited the independent horror film *Donum*, leading visual storytelling, cinematography, performance direction, editorial pacing, and post-production through completion and submission to horror-film festivals.
- Produced and edited *The Ride*, a global documentary for the World Lens Foundation, shaping multilingual footage from four continents into a cohesive narrative. Managed international media assets, translation and subtitle integration, and audio restoration.
- Edited *The Doll House* and *Mommy GaGa*, developing promotional trailers and supporting media.
- Produced corporate, promotional, interview, educational, documentary, narrative, and social-media content, adapting visual style, pacing, sound, format, and storytelling to audience, platform, and communication objectives.

THE WORLD BANK GROUP — Washington, DC

Lead Multimedia Producer / Director | 2012–2015

- Led multidisciplinary project teams producing and directing multimedia communications for World Bank staff, senior management, and global audiences, overseeing projects from concept and production planning through video production, editing, post-production, and final delivery.
- Served as Lead Technical Media Producer for the World Bank Group Visitor's Center initiative, developing interactive exhibits and adapting NOAA's Science On a Sphere technology to visualize global-development and poverty-elimination data. Coordinated contractors, 3D modeling, media/data development, technical integration, testing, and stakeholder tours in a demonstration environment.
- Developed ITTV, a Drupal/Jive-based audiovisual portal providing headquarters and country-office staff with a centralized, on-demand video experience supporting internal communications, learning, and knowledge sharing.
- Managed external vendors and contractors, coordinating schedules, budgets, creative requirements, production quality, and delivery across multimedia projects.

Head, Multimedia Center / Program Manager / AV Archivist | 2008–2012

- Built and managed an institutional digital asset management environment supporting 23,000+ audiovisual assets across World Bank headquarters and 140 country offices, centralizing access to global multimedia collections.
- Designed and established a digital audiovisual conversion operation for legacy media dating to the 1940s, implementing capture, digitization, QC, archival, and preservation workflows aligned with National Archives standards.
- Managed multimedia professionals responsible for digital conversion, media management, archival processing, preservation, and audiovisual operations, establishing repeatable workflows for analog-to-digital conversion and long-term media stewardship.
- Designed and administered role-based access controls supporting 18,000+ staff, with additional safeguards for sensitive Library and Archives collections.
- Developed analytics and reporting for senior management on digital asset management progress, conversion volume, collection activity, and operational trends.

Head, Multimedia Center | 2003–2008

- Led the team that designed and built an in-house professional multimedia production facility, managing a \$500K+ facility and technology budget across video, editing, streaming, and multimedia infrastructure.
- Developed and managed the World Bank's institutional Media Streaming Portal, delivering thousands of training modules, promotional campaigns, executive communications, and other audiovisual content to staff across the global organization.
- Directed Multimedia Center operations spanning professional video production, editing, media streaming, technical infrastructure, production workflows, and client services supporting institutional communications, learning, and knowledge sharing.

Desktop Support Team Lead / Software Developer | 2000–2003

- Led enterprise desktop support, software provisioning, testing, certification, and deployment operations supporting World Bank technology environments.
- Led a project team supporting the migration of 18,000+ desktop systems to Microsoft Active Directory across headquarters and country-office environments.
- Developed software tools and enterprise certification processes to improve desktop application compatibility, standardization, deployment reliability, and technical support.
- Delivered enterprise desktop installation and maintenance training to World Bank IT Coordinators supporting 26 regions.

Earlier World Bank Technology Contributions

- Led operations for a 50-system desktop support laboratory responsible for provisioning, testing, and certifying the World Bank's enterprise software environment.
- Developed the World Bank's first Dynamic Link Library (DLL) Conflict Management Prevention System and helped establish the Enterprise Desktop Software Certification Process.
- Supported international technology implementations, including establishment of the World Bank's Morocco Country Office, configuring communications and enterprise systems and training local staff.

TECHNOLOGY & PRODUCTION ENVIRONMENT

Creative, Design & Multimedia Production: Adobe Creative Cloud, Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve, CapCut, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Acrobat, Topaz; graphic design, visual design, video editing, motion graphics, 2D animation, photography, image finishing, layout, typography, digital publications, and technical publications

Artificial Intelligence (AI) & Generative Media: Adobe Firefly, Photoshop Generative AI/Generative Fill, Midjourney, Leonardo AI, DALL·E, Google Gemini/Nano Banana, OpenAI/ChatGPT image generation, Runway, Kling, Seedance, Pika, Google Veo, ElevenLabs, Descript, Suno, Udio, VEED; generative image, video, voice, audio, and music workflows

AI-Assisted Production: Ideation, scripting, visual development, storyboarding, image/video generation and editing, previsualization, creative iteration, visual continuity, voice production, transcription, captioning, translation/localization, workflow documentation, and hybrid AI/traditional production

eLearning & Interactive Media: Articulate Storyline 360, Adobe Captivate, Camtasia, Vyond, Reallusion Cartoon Animator, Animaker; interactive learning, instructional multimedia, accessible media production

Digital Product Development: AI-assisted IDE development, HTML, CSS, JavaScript, Git/GitHub, AWS; user experience (UX), user interface (UI), application prototyping, frontend development, API integration, authentication, debugging, testing/QA, deployment

Social & Digital Content: Digital content creation, short-form video, Reels, audiograms, social campaign creative, content repurposing, platform-specific formatting, captions/subtitles, calls to action, infographics, data visualization, and branded campaign assets

Digital Media Systems: Digital asset management (DAM), audiovisual digitization and preservation, media streaming, archival media workflows, access controls, enterprise multimedia systems

Audio Production: Adobe Audition, Audacity, Logic Pro, Pro Tools; recording, editing, sound design, mixing, mastering, voice production, and soundscape development

EDUCATION

Master of Science, Information Systems

University of Phoenix

Bachelor of Science, Information Technology

Specialization: Multimedia and Visual Communications

University of Phoenix