

# Dust and Scratch



## MICHAEL SMITH

Website / Portfolio:

[dustandscratch.com](http://dustandscratch.com)

## FREELANCE

Video Production  
Design / Photography

## CONTACT

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[www.linkedin.com/in/dustandscratch](https://www.linkedin.com/in/dustandscratch)

Video Links



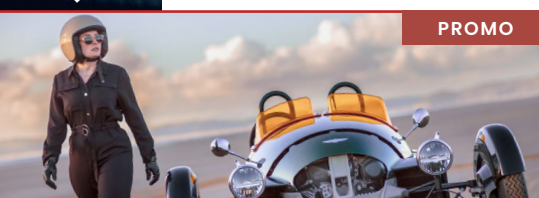
SHOWREEL

[https://youtu.be/kOixEzn\\_iJE](https://youtu.be/kOixEzn_iJE)



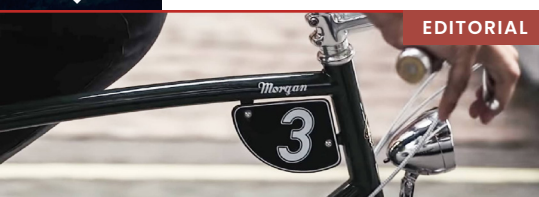
TRAILER

[https://youtu.be/o\\_B9RXTKphA](https://youtu.be/o_B9RXTKphA)



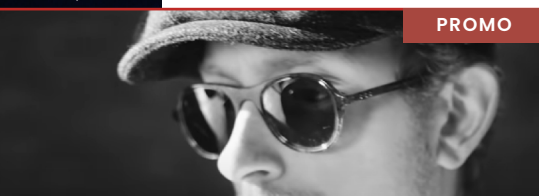
PROMO

<https://youtu.be/aXAtDvdb4J0>



EDITORIAL

<https://youtu.be/xEmFLzzHAt8>



PROMO

<https://youtu.be/xEmFLzzHAt8>

## Summary

Highly skilled and experienced video production professional with over 10 years of expertise, based in Birmingham UK. Capable of executing solo projects as well as organizing and overseeing larger-scale productions. Proficient in the complete range of video production services, including concept, planning, filming, editing, and efficient distribution strategies. Collaborated with numerous brands, consistently adapting and refining visual assets to align with brand identities. Accomplished in capturing diverse video genres, spanning documentaries, short-form content, advertisements, and impactful social campaigns.

## Academic

2007- 2010,  
First Class Hons BSc in  
Sound and Multimedia Tech  
Birmingham City University

## Skillset

Video Production / Directing / Editing  
Motion Graphics / Sound Design  
Photography / Photo Manipulation  
Graphic Design / Brand Development  
Art Direction

## Experience

### DustandScratch - March 2022- Current - Freelance videographer

Filming mainly shorts, adverts and documentary pieces. Creating campaigns for brands and capturing events. Also capturing lifestyle and product photography. Experience with motion control production techniques.

### Morgan Motor Company - Oct 2010 - Feb 2022

#### Lead Digital Designer / Videographer

Since starting my career at Morgan Motor Company, my proactive approach to the visual output has seen the companies' brand presence grow rapidly. As well as crafting the brand identity I undertook all aspects of the video production process including: concept, pitch, planning, directing, filming, editing, sound design and distribution.

## Career Highlights

### Super 3 Launch Campaign - [shorturl.at/isZ59](https://shorturl.at/isZ59)

Concept, organisation and production. A multi faceted campaign covering strategy, branding, interactive tools, photography and video assets.

### Designed and deployed "The Archive Room" AV experience - [shorturl.at/aBCQ4](https://shorturl.at/aBCQ4)

An interactive museum with 360 degree projected video exhibits with triggered light effects

### Morgan Online Car Creator Art Direction - [shorturl.at/efj02](https://shorturl.at/efj02)

A leading 3D Web GL experience utilising realtime online photorealism

### Produced Live AV show with the English Symphony Orchestra -

Visuals and live video mixing synchronised to firework finale at Run for the Hills festival.

# Brand Associations



**SELFRIDGES & CO**

TAYLOR MORRIS  
LONDON

*Pashley*



## SKILLS / PROGRAMS

### VIDEO

Premiere Pro  
After Effects  
Unreal Engine

### GRAPHICS

Photoshop  
InDesign  
Lightroom  
Powerpoint

### AUDIO

Ableton  
Audition  
Cubase

## INTERESTS

Drumming, Music Production, Live Video Production, Art.

