

# MICHAEL BOLTON

SENIOR GRAPHIC DESIGNER  
& ART DIRECTOR



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## PROFILE

Senior graphic designer and art director with 12+ years experience creating and producing unique, differentiated, and compelling creative campaigns and design deliverables for real estate technology brands. Creative leader, strong communicator, and dynamic presenter with ability to articulate ideas clearly, direct multi-disciplinary teams in elevating design through best in class execution, and perform under tight deadlines and unexpected changes in direction and priorities.

## SKILLS

Creative leadership and art direction  
Graphic design / illustration  
Brand strategy and development  
Digital marketing and campaigns  
Experiential design  
Logo design  
UI / UX design  
Storytelling / storyboarding  
Typography / iconography  
Multimedia and motion graphics  
Email and marketing automation tools  
Web design / HTML and CSS  
Adobe Creative Suite

## EDUCATION

BACHELOR OF SCIENCE IN  
GRAPHIC DESIGN  
*Colorado Institute of Art*

## EXPERIENCE

**SENIOR GRAPHIC DESIGNER AND ART DIRECTOR**  
2007 – 2019  
***Market Leader → Trulia Inc. → Zillow Group → Constellation Software Inc.***  
Produced marketing and design deliverables for both clients and internal company use across digital and traditional media, including digital ad campaigns, web, social media, motion graphics, video, and print collateral. Partnered with team to deliver holistic roadmap that integrated brand-centric campaigns with customer expectations. Strengthened brand and in-product marketing design library. Collaborated with copywriters and junior graphic designers to generate clear ideas and concepts aligned with brand guidelines, marketing initiatives, and target audience. Managed and delegated tasks to consistently meet deadlines and client deliverables; provided clear goals, direction, and feedback. Designed UI / UX in-products and built marketing campaigns.

### KEY ACHIEVEMENTS

- Promoted from Graphic Designer to Senior Graphic Designer in 2013 after demonstrating advanced leadership abilities and innovative ideas.
- Selected by leadership to own the art direction for industry-leading clients' campaigns including brand development and project oversight.
- Successfully led design team through three business acquisitions including culture transitions, brand updates, and project management.
- Spearheaded, developed, and directed comprehensive company re-brand including design guidelines, logo, tag, icon illustration, templates, and digital communication coding.