

MICHAEL BOLTON

SENIOR GRAPHIC DESIGNER
& ART DIRECTOR



555 580 2667

mike@mikebolton.com

mikebolton.com

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.