**Michael Tobin**  
25/08/1987  
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Email: [mdtobin318@gmail.com](mailto:mdtobin318@gmail.com)**Play my Portfolio:** [Mike Tobin Portfolio](https://miketobin-industrywork.netlify.app/)

**PROFILE:**

A versatile Graphic Designer with over a decade of experience delivering creative solutions for clients across various industries. Skilled in Adobe Creative Suite, branding, and digital design, I’m passionate about producing designs that are both visually impactful and strategically effective. Known for my ability to adapt to different styles and projects, I’ve built strong relationships with clients by consistently delivering high-quality work.

**SKILLS:**

* Graphic Design: Expertise in Adobe Photoshop, Illustrator, and InDesign for creating professional branding, promotional materials, and visual campaigns.
* UI/UX Design: Proficient in wireframes, prototyping, and designing user-friendly interfaces for websites, apps, and games.
* Digital Assets: Developed social media graphics, promotional materials, e-commerce visuals, and game assets such as sprites, backgrounds, and UI elements.
* Front-End Development: Knowledge of HTML, CSS, basic JavaScript, and integration of designs into functional websites or games.
* Other Tools: Skilled in Canva, Figma, WordPress, Phaser (for 2D game development), and Webflow for building dynamic and visually appealing designs.
* Client Collaboration: Strong communication skills and project management expertise, ensuring client satisfaction and on-time delivery of projects.

**PROFESSIONAL EXPERIENCE:**

**Freelance Graphic Designer**

*Self-Employed | 2013 – Present*

* Designed logos, branding, and promotional materials for clients in hospitality, retail, and entertainment industries.
* Created visual campaigns for bars, venues, and events, including posters, social media assets, and menus.
* Produced UI/UX designs for websites and apps, focusing on usability, cohesive design systems, and engaging user experiences.
* Developed digital assets for websites, apps, and indie game projects, including sprites, backgrounds, and user interfaces, ensuring consistency with overall branding.
* Built websites using HTML, CSS, and visual builders like WordPress and Webflow to support client branding needs.
* Managed client relationships and projects from initial concept through to final delivery, ensuring quality, deadlines, and satisfaction.

**LWV Printworks | Graphic Designer/Admin**

*June 2011 – August 2014*

* Produced high-quality point-of-sale materials for prominent UK companies, including Stonegate Pub Company and Revolution Bars.
* Designed marketing collateral such as flyers, banners, and promotional materials tailored to client needs.
* Managed multiple design projects simultaneously while maintaining tight deadlines and attention to detail.
* Worked closely with clients to ensure their vision was accurately translated into finished designs.
* Gained hands-on experience in printing processes and administrative tasks, developing a broad understanding of design production.

**QUALIFICATIONS:**

**Formby High School (1998 - 2003)**

* English Language – B
* English Literature – C
* Mathematics – C
* Art – B
* Graphics – B
* I.C.T – B
* Science – C

**Southport College (2003 - 2006)**

* BTEC National Diploma in Multimedia & Photography

**University of Central Lancashire (2006 - 2009)**

* Graphic Design BA (Hons)

**HMPPS Liverpool (2019)**

* Level 3 Diploma in the Management of Offenders in a Custodial Environment
* First Aid (Level 3)
* Food Hygiene and Safety (Level 2)
* Health and Safety in the Workplace (Level 2)

**Hugh Baird College (2024)**

* British Sign Language (Level 1)

**PROJECTS & HIGHLIGHTS:**

I’ve had the privilege of working on a wide variety of creative projects that showcase my diverse skill set and ability to adapt to client needs:

* **Bars & Venues Portfolio:** Delivered branding and promotional materials for hospitality clients, including event posters, menus, and digital campaigns. Developed a signature style that balanced bold visuals with clear communication.
* **Interactive UI/UX Designs:** Created intuitive, visually appealing designs for websites and apps. Projects ranged from sleek e-commerce sites to engaging portfolio websites for creatives, each tailored to enhance user experience.
* **Brand Identity Development:** Crafted unique and recognisable branding for small businesses, ensuring consistency across all platforms. From logo design to packaging and social media assets, I provided clients with a cohesive brand strategy.
* **Event Campaigns:** Designed successful promotional campaigns for bars and venues, incorporating print and digital materials to drive event attendance and build brand loyalty.
* **Game Development Assets:** Produced visual elements, including sprites, backgrounds, and UI components, for indie game projects, merging creative design with functionality.

**INTERESTS**

My interests drive my creativity and often influence my professional work:

* **Emerging Design Trends:** I keep a close eye on industry developments, exploring cutting-edge tools and techniques to incorporate into my projects.
* **Digital Artwork:** I regularly create personal digital art pieces, experimenting with textures, colours, and compositions to hone my skills and explore new styles.
* **Music and Photography:** Both serve as a constant source of inspiration. I enjoy capturing moments through photography and blending visual storytelling into my designs.
* **Learning New Tools:** I am passionate about exploring and mastering new design tools, from Figma to motion design software like After Effects, to elevate the quality of my projects.

**References:**

(Available on request)

If you require further details about my employment history, including roles outside of graphic design, or any additional information to support my application, please feel free to ask. I am happy to provide a comprehensive overview to give a complete picture of my skills, experience, and background.