

professional experience

The Michael Alan Group

Graphic Designer
8/14 – present

michael-alan.com

MAG's small yet mighty creative team has immensely impacted my adaptability as a designer. Tackling a broad variety of project types and lifecycles, I am involved from the get-go with pitch designs and concept renderings, progressing to site plans, 3D renders, thematic ideation and application, and through to final production of digital and print collateral. Internally, I have frequently stepped into roles beyond my title, executing a full rebuild of the company website and constructing the company's blog, developing a content strategy, writing articles, managing freelancers, and handling publication.

Sculpt

Graphic Designer
11/13 – 5/15

wearesculpt.com

Digital marketing requires an intricate understanding of a brand and the ambition to push limits and consistently create engaging content. With Sculpt, I designed social media campaigns for an array of clients, working to ensure both copy and creative advanced the goals of the larger strategy in play. I also contributed to several identity design projects and regularly acted as a copywriter and community manager.

Student Life Marketing & Design

Graphic Designer
6/13 – 5/14

md.studentlife.uiowa.edu

Universities often act as a microcosm of the world students are preparing to enter, and this proved invaluable for the beginning of my design career. Working with several official offices and on-campus organizations, I produced designs for a medley of marketing campaigns, University events, rebranding projects, retail outlets and more, following each project from initial concept drawings to production and installation.

skills

Adobe Illustrator, Photoshop, InDesign, Google SketchUp, HTML/CSS

education

University of Iowa 2015, Bachelor of Fine Arts, Graphic Design, 4.0 GPA, President's List
