

JOHN MICHAEL GEIHSLER

GRAPHIC DESIGNER

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SUMMARY

"Stop wasting creative energy wondering if you're any good; use that energy to get better at your craft"- Jordan Rosenfeld. Taking that creative energy I choose to channel it into graphic design to create stunning designs and branding solutions for local businesses. With my experience working as a freelance graphic designer, production artist, and a gallery assistant I have gained a unique perspective on graphic design from three different areas of the industry. Through communication, collaboration, a strong work ethic, my digital design capabilities, and production skills I bring a multi-faceted approach to creating high-quality work. Now I am looking to utilize my various experiences to transition into a graphic design role that allows me to gain new experiences to push my abilities to the next level.

EDUCATION

American Academy of Art 2014 to 2017
BFA Illustration 2017

DePaul University 2012 to 2014

EMPLOYMENT

Ted Baker London Oakbrook, IL
Visual Manager 2021 to Current, 2021 to Current

- Maintained visual aesthetic of the sales floor, as well as, styled mannequins on sales floor and in windows.
- Styled clients for events and to update their day to day wardrobe.
- Problem solved with clients in a fast paced environment while maintaining brand standards.

Coopers Hawk Winery and Restaurant Burr Ridge, IL
Office Assistant/ Tasting Room Attendant 2019 to 2021

- Worked with office manager to complete monetary reconciliation for employees.
- Managed employee tips and cash drawers.
- Confirmed shipments of product to the restaurant and that invoices matched deliveries.
- Supported the coopers hawk brand by selling memberships and creating a larger Coopers Hawk community.
- Created a unique customer experience for everyone that came into the tasting room.

The UPS Store Naperville, IL
Graphic Designer 2019

- Created and produced different business marketing materials for businesses throughout the Naperville area.
- Collaborated with other designers to create and produce signage, banners, and business cards.
- Engaged with customers on a regular basis to ensure graphic design projects were accurately produced in a timely fashion.
- Packaged and shipped large banners, paintings, posters, and signs to clients.

Peace of Art Gallery Bloomingdale, IL
Graphic Design Intern 2018 to 2019

- Collaborated with the owner on creating marketing materials for exhibitions and artist promotions.
- Created signage and designs to maintain and enhance established branding.
- Designed wall configurations to highlight each artist, their work, and maintain the gallery aesthetic.
- Used designed materials to sell customers on shows, artwork, and upcoming events for the gallery.

Expressions of Fine Art Gallery Hinsdale, IL
Gallery Assistant 2018

- Created marketing e-mails to help improve sales and help guide curation of well-rounded art collections.
- Engaged with clients regularly to promote the gallery brand and highlight the artwork on display.
- Installed and maintained window displays to attract clientele.

Big Foot Sports Club Walworth, WI
Logo Designer 2016

- Designed the logo that has been featured on all company materials and signage.
- Collaborated with client consistently throughout phases of creation to ensure prompt delivery and client satisfaction.
- Managed revisions and final production while balancing other projects with conflicting deadlines.

SKILLS

GRAPHIC DESIGN

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Creative Suite, Typography, Composition, Information Hierarchy, Printing, Design for print, Design for online, Digital Collage, Photography, Photo Editing

ILLUSTRATION MARKETING PRODUCTION

Ink, Collage, Watercolor, Oil Painting, Graphite, Pastels, Digital Illustration
Mail Chimp, E-mail Blasts, Social Media Marketing, Print Marketing
Wide Format Printing, Cutting/Plotting, Lamination, Contour Cutting, Weeding Vinyl, Trimming Materials,

UI DESIGN

Applying Transfer Tape, Installation, Completing Work Orders, Adjusting Print Settings
Sketch, Figma, Wire-framing, Prototyping, Invision, HTML, CSS, JavaScript, Craft, Behance, User Personas, User Research, Style Guides

VOLUNTEERING

Unite Here Local 1 · Graphic Designer Chicago, IL 2017

- Customized wallet cards for the ¡Nada Nada! campaign.
- Re-formatted artwork into various sizes for display on Michigan Avenue bus stops, flyers, and wallet cards. As well as for social media marketing.
- Updated current artwork to keep consistent with the established brand identity.