

SUMMARY OF QUALIFICATIONS

- UX/UI designer, skilled at empathizing with people and creating meaningful design solutions.
- Over 12 years print and digital/web design experience at an in-house creative department or design firm
- Bachelor of Science (B.S.) in Graphic Design and UX/UI Certification
- Strong software skills and proficient in Adobe Cloud (InDesign, Illustrator and Photoshop), Figma, Invision HTML/CSS, and Sketch
- Experience working on mobile applications and websites
- A creative, problem-solving individual that take projects from start to finish and delivers on tight deadlines

PROFESSIONAL EXPERIENCE

Senior Visual Designer • Elevate Services

April 2021 - Present

- Collaborate with marketing leadership and stakeholders to develop and implement marketing collateral and campaigns for Elevate products and services while sharing knowledge and making recommendations.
- Provide brand oversight (reviewing all projects from junior designers to verify that Elevate's brand standards have been met).
- Design user-centered collateral which include design assets for Elevate's website, infographics, sell sheets and customer presentations.
- Document and develop brand guidelines while creating design templates and train on their use.

Senior Visual Designer • Experian's Clarity Services

June 2018 - February 2021

- Translated Experian's business strategies through cutting edge visual design, adhering to brand standards and guidelines.
- Collaborated with Marketing and Leadership teams to create compelling thought pieces, marketing collateral, technical guides, digital and social media ads, emails, and landing pages.
- Provided sales enablement support through the design and development of high-profile PowerPoint presentations.
- Worked collaboratively within a Scrum Agile Methodology process with other graphic designers, product owners, project managers, copywriters and developers. (Daily Scrum Meeting, Planning Poker, Sprint Backlog, 1on1 meeting).
- Coordinated and maintained databases of internal and external marketing collateral utilizing Seismic (Experian's internal content management tool).

Senior Visual Designer • Progressive Dental Marketing

November 2016 - March 2018

- Worked closely with Account Management, Sales and SEO teams to produce strategic and highly-advanced work for over 300 clients.
- Created logos and brand identity packages, direct mail campaigns, e-mail campaigns, printed publication ads, marketing collateral, and a variety of social media graphics.
- Prepared web-ready graphic files and worked closely with the development team to optimize elements according to professional web standards.
- Developed forward-thinking, creative content in-line with current social media trends.

MICHAEL AKINS | UX/UI DESIGNER

Tampa Bay, FL • (727) 692-7661 • info@michaelakins.com • Portfolio: MichaelAkins.com • LinkedIn.com/in/MrMichaelAkins

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Visual Designer • AutoLoop

June 2015 - November 2016

- Supported the development of new email campaigns, programs, and processes for Subaru.
- Created designs from the initial planning stage to delivery by adhering to design briefs and established brand guidelines.
- Managed all aspects of digital production and print pieces.
- Managed design conception, development, and presentation with the ability to review solutions to meet client goals and objectives.

Senior Visual Designer • CONMED Corporation

May 2013 - March 2015

- Managed the development and production of agency-quality work in support of the company's brand and go-to-market strategy.
- Collaborated cross-functionally to conceptualize and execute customer-facing marketing solutions that could be translated across various media platforms (brochures, surgical techniques, landing pages, emails, tradeshow signage).
- Worked efficiently with external vendors on the development of client materials, with pre- and post-production quality checks.

Visual Designer • Tech Data

December 2011 - May 2013

- Designed and developed marketing collateral (brochures, direct mail, event graphics, etc.) with a variety of brands such as Apple, Cisco, Dell, Epson, Experian, Fuji, HP, Kia, Lenovo, LG, Microsoft, and Sony.
- Communicated with copywriters, traffic managers, and account managers to clarify objectives, due dates, and expected deliverables in a cost-effective and timely manner.
- Prioritized work and provided project status reports at regularly scheduled checkpoints.
- Executed all assigned projects while staying up to date on key technology, market, and industry trends within Tech Data's business segments.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science (B.S.) in Graphic Design | Florida A&M University

Web Designer Certificate | St. Petersburg College

Scrum Master Certification | Scrum Inc.

UI Design Certification | CareerFoundry

SOFTWARE SKILLS

Adobe Illustrator	Google Drive	Microsoft Outlook	Sketch
Adobe InDesign	Invision	Microsoft PowerPoint	Wix
Adobe Photoshop	HTML & CSS	Microsoft Teams	WordPress
Adobe XD	Mac OS	Microsoft Word	Workamajig
Basecamp	Mailchimp	Microsoft Windows	Wrike
Figma	Microsoft Excel	Seismic	Zoho