

Wade Michalski

CODE SAVVY DESIGNER



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Work History

FuboTV & Fubo Gaming / Digital Designer

OCT 2021 - PRESENT / CHICAGO, IL

Worked remotely with creative directors, art directors, copywriters and fellow designers to produce on brand, concise creative across print and digital mediums. Collaborated cross-functionally on both the TV and Sportsbook teams to conceptualize, design, and produce powerful visual narratives, brand packages and key art that achieved strategic marketing goals.

Played a key role in building and evolving the Fubo Sportsbook brand as well as a library of templates, imagery, graphic assets and processes used to complete creative work.

Learned and leveraged the knowledge gained from A/B testing creative and certain elements within creative such as CTA's or different imagery.

Utilized design knowledge and principals to give feedback to peers and ensure a consistent, coherent brand image to users.

Lead the design of the Fubo Sportsbook emails and worked closely with the CRM team to target and achieve marketing, retention and launch goals.

Binny's Beverage Depot / Graphic Designer

OCT 2018 - OCT 2021 / CHICAGO, IL

Collaborated with category managers to compile and design unique advertisements for print and digital mediums in varying aesthetics that stick to the same visual style.

Used email marketing software, Dreamweaver and Illustrator to design, test and send tailored emails to targeted audiences. Collected data on these emails that helped optimize conversion rates and brought value to users.

Handled multiple creative requests simultaneously from our 46 retail locations, social channels, website, podcast and events.

Lead projects through the entire design process from creative direction to production in a fast-paced environment. I would also conduct critiques of my work and fellow designer's work to optimize creative.

801 Custom Threads / Manager & Designer

JAN 2018 - OCT 2018 / WAUSAU, WI

801 Custom Threads is a t-shirt printing, embroidery, and graphic design agency that I played a pivotal role in launching and building. In 7 months, I took the start-up from zero clients to over 60, and took the business from an investment to a profitable company. I also managed & mentored a small team of employees while working here.

A2Z Design / Graphic Designer

APR 2017 - OCT 2017 / APPLETON, WI

A2Z Design is a boutique design agency specializing in branding, advertising, editorial and environmental design. While at A2Z, I handled multiple clients and worked alongside a team with over 100 years of combined experience.

Education

MSU, Mankato / Graphic Design

2012 - 2016 / B.F.A, EMPHASIS IN TYPOGRAPHY

Achieved honors while in design program
Many advanced design & typography courses

MIT / Full Stack Dev

2021 - 2022 / PRO CERTIFICATE IN CODING

Full stack development with MERN
32 week certificate program
Front end, back end & web development

Skills

Software

Adobe Creative Suite • Figma
Microsoft Office Suite • Sketch
Abstract • Email Marketing
E-commerce • Website Management
Postman • Docker • AdobeXD
InVision • Asana • Wrike
Google Suite • Dropbox • Magento
Critical Impact • Slack • Zoom

Design

Marketing • Web • UX/UI
Print • Social Media • Email
Environmental • Branding
Layout • Copy • Creative Direction
Website Builders • Prototyping

Development

HTML • CSS • JavaScript
React.js • JSX • MongoDB
GraphQL • Node.js
Bootstrap • Swift