

# Wade Michalski

## Digital Designer & Developer



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### Work History

#### Fubo Gaming / Digital Designer

OCT 2021 - PRESENT / CHICAGO, IL

Craft designs for print & digital mediums that drive marketing campaigns and aid in the launch of the Fubo Sportsbook app.

Work closely with email, CRM, product and other teams to A/B test emerging design concepts and optimize creative consistently across multiple channels.

Collaborate with the fuboTV & Gaming marketing teams to contribute to the evolution of the Fubo Sportsbook brand. Includes concepting new campaigns and templates that support emerging initiatives and marketing efficacy.

#### 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 bought 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 / EMPHASIS IN TYPOGRAPHY

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

#### MITxPro / 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  
Ecommerce • Website Management  
Postman • Docker • AdobeXD  
Invision • Asana • Project Management  
Google Suite • Dropbox • InVision

#### Design

Marketing • Web • UX/UI  
Print • Social Media • Email  
Environmental • Branding  
Layout • Copy • Creative Direction  
File Management

#### Development

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