

Wade Michalski

Digital Designer & Developer



wademichalski.com
micwadeski@gmail.com
312-722-9772

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 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 xPro / 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 · Project Management
Google Suite · Dropbox

Design

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

Development

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