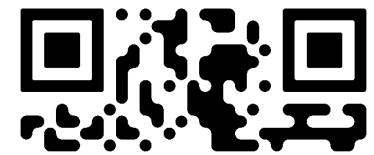


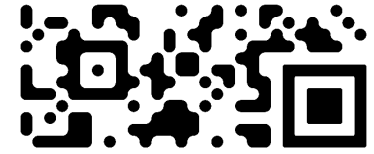
# Wade Michalski

## GRAPHIC DESIGNER & DEVELOPER

Hello there, I'm Wade Michalski and I am a multi-disciplinary designer and developer that is currently working out of the Chicagoland area. I'm a packers fan, so every January is disappointing and dismal. I love to cook, solve puzzles and keep my fine art skills in check by either drawing or woodcutting. My favorite thing to do is go remote camping, like canoe out to an island, start a fire, go fishing and just disconnect.



wademichalski.com



## EDUCATION

### MINNESOTA STATE UNIVERSITY

**MANKATO, MN** | SPRING 2012 - FALL 2016

#### BFA GRAPHIC DESIGN

Member of AIGA, MN

Achieved honors while in Design program

Many advanced Design & Typography courses

### MASSACHUSETTS INSTITUTE

**OF TECHNOLOGY** | 2020 - 2021

#### PRO CERTIFICATE IN CODING

Full Stack Development with MERN

32 week certificate program

## SKILLS

InDesign (highly trained)  
Photoshop (highly trained)  
Illustrator (highly trained)  
Figma, Invision & Sketch (highly trained)  
Dreamweaver (intermediate)  
AfterEffects (beginner)  
Website/Ecommerce Management Software  
Email Marketing Software

Web Design  
HTML/CSS  
JavaScript  
ReactJS  
GraphQL  
MongoDB & other languages  
Motion Graphics  
UI/UX Design  
Environmental Design  
Email Design  
Logo Design & Branding  
Layout & Typography (type nerd)

Hand-Drawn illustration and lettering  
Sketching, conceiving and brainstorming  
Strong creative, conceptual and verbal skills  
Diligently keep up on design trends/news  
Printmaking (variety of methods)

## WORK HISTORY

PRODUCTION GRAPHIC DESIGNER | OCT. 2021 - PRESENT

### FUBO GAMING | 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 the Email/CRM team to design, test and send email offers that are tailored to specific audiences while adhering to compliance standards.

Collaborate with the fubo<sup>TV</sup> & Gaming creative teams to establish a modern, energetic, engaging and consistent creative look & feel across all channels.

GRAPHIC DESIGNER & LAYOUT ARTIST | OCT. 2018 - OCT. 2021

### BINNY'S BEVERAGE DEPOT | CHICAGO, IL

Collaborated with Category Managers to compile and create unique advertisements for print and digital mediums that result in an increase of sales.

Used Email Marketing Software, Dreamweaver and Illustrator to design, test and send tailored emails to targeted audiences. These email designs created a boost in product sales, website traffic and open rates. An email releasing the 19 Crimes Snoop Dogg Red wine sold around 250 cases (email in [portfolio](#)).

Handled creative requests from our 46 locations, social media pages and website.

Worked proficiently and flexibly to juggle multiple projects at once in a fast-paced environment. For example, an average day could include: social media graphics, web graphics, email hero graphics, television graphics, in-store brochures, in-store signage, billboards, gift cards, logos, print advertisements or digital advertisements.

Brought a fresh, out-of-the-box style of thinking to all of my creative work. A great example would be the 2019 gift cards. I handled the whole process from creative direction to design to hand-off. That year yielded the highest sales numbers of gift cards ever selling 60,000 from Mid-November through December.

MANAGER & GRAPHIC DESIGNER | JAN. 2018 - OCT. 2018

### 801 CUSTOM THREADS LLC | WAUSAU, WI

801 Custom Threads is a T-Shirt Printing, Embroidery, and Graphic Design Agency that played a pivotal role in launching and building. I wore many hats within the company such as Graphic Designer, Production, Sales and Social Media Manager. 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.

ASSOCIATE GRAPHIC DESIGNER | APR. 2017 - SEPT. 2017

### A2Z DESIGN LLC | APPLETON, WI

A2Z Design is a boutique Design Agency specializing in Branding, Advertising, Editorial and Environmental Design. While at A2Z, I handled multiple different clients and was able to work alongside incredibly talented people with over 100 years of industry experience.

## CONTACT

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micwadeski@gmail.com

apps/software

design/development skills

off the computer