

## MICHAEL BEKELE | GRAPHIC DESIGNER

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### PROFILE SUMMARY

Creative Graphic Designer with 5+ years of experience delivering visually compelling brand identities, print collateral, and digital assets for diverse industries. Expertise in translating client visions into polished designs that resonate with target audiences. Adept at managing end-to-end design processes, from concept development to final production, while maintaining brand consistency across all mediums.

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### TECHNICAL SKILLS

- **Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, CorelDRAW, Canva, Sketch
  - **Specializations:** Brand Identity, Print Design, Marketing Collateral, Packaging, Typography, Digital Illustration
  - **Additional Skills:** Color Theory, Photo Retouching, Prepress Production, Motion Graphics (After Effects), 3D Modeling (Blender)
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### CORE COMPETENCIES

- Strong conceptual thinking with a keen eye for composition, layout, and visual storytelling
  - Proven ability to create cohesive brand systems across digital and print platforms
  - Expertise in preparing print-ready files and managing vendor relationships for production
  - Collaborative approach to working with marketing teams, copywriters, and stakeholders
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### EXPERIENCE

#### GRAPHIC DESIGNER – Emprata | June 2023 – Present

- Designed visual assets for FCC public awareness campaigns, including infographics, brochures, and social media templates.
- Developed brand guidelines for FCC digital platforms, ensuring consistency across 50+ government documents.
- Produced high-impact presentations and reports for congressional stakeholders using advanced data visualization techniques.
- Collaborated with printers to optimize production processes for large-scale informational materials.

#### GRAPHIC DESIGNER – Resolvesoft | July 2022 – Aug 2023

- Created marketing collateral for healthcare clients, including annual reports, trade show banners, and patient education materials.
- Redesigned Medicare/Medicaid enrollment guides with improved accessibility and user-friendly layouts.
- Produced vector illustrations and icon sets for government health platforms, adhering to strict brand standards.
- Managed photo editing and retouching for promotional materials used in national campaigns.

#### **GRAPHIC DESIGN SPECIALIST – Coding Temple | August 2021 – June 2022**

- Revamped institutional branding, including logo redesign, stationery suites, and email marketing templates.
- Designed interactive eBooks and educational materials to enhance student engagement.
- Art-directed photo shoots for website hero images and promotional campaigns.
- Created animated social media content (GIFs, short videos) to boost platform visibility.

#### **GRAPHIC DESIGNER – Triple-A Auto LLC | January 2018 – August 2021**

- Led complete rebranding initiative, including logo design, vehicle wrap concepts, and showroom signage.
- Produced catalogs, print ads, and digital banners that increased customer inquiries by 40%.
- Managed packaging design for automotive parts line, optimizing for both aesthetics and manufacturing constraints.
- Coordinated with vendors to ensure quality execution of large-format prints and promotional merchandise.

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#### **EDUCATION**

- Associate's In Graphic Design – Collin College | 2021
- Bachelor's In Electrical Technology – TESU | Expected 2025

#### **Certifications:**

- Google Certificate In Ux Design 2021