

# Michael Brown

## Freelance Graphic/UI Designer

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(123) 456-7890

Pawtucket, MA

[LinkedIn](#)

### WORK EXPERIENCE

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#### Hasbro - Graphic Designer/Production Specialist

2022 - current

Pawtucket, MA

- Conducted prepress checks using PitStop Pro, correcting errors and reducing production reprints by 24%
- Executed new typography in Adobe InDesign, **streamlining text formatting across 98 product pages**
- Managed production timelines and communications in Basecamp, ensuring on-time delivery of 12 projects
- Led the redesign of product packaging using Adobe Illustrator, increasing customer appeal metrics by 46%

#### TripAdvisor - Junior Graphic Designer

2019 - 2022

Needham, MA

- Created and refined social media graphics using Canva, **boosting a 22% growth in Instagram follower base**
- Systematized file naming and organization in Widen Collective, reducing search time by four minutes
- Spearheaded the creation of Interactive PDF Travel Guides in Adobe InDesign, doubling user downloads
- Built advertising banners with Sketch, driving a 12% increase in online ad conversion rates

#### WGBH Educational Foundation - Graphic Design Intern

2016 - 2019

Boston, MA

- Implemented brand color schemes in Paletton for over 86 event posters
- Designed educational flyers in Adobe InDesign, with a 94% satisfaction rating from program stakeholders
- Crafted animated videos in Adobe Animate, increasing engagement among remote students by 28%
- Structured font libraries in Glyphs, streamlining selection and **saving design teams two hours per project**

### EDUCATION

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#### Massachusetts College of Art and Design - Bachelor of Fine Arts, Graphic Design

2012 - 2016

Boston, MA

### SKILLS

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- Adobe Illustrator
- Adobe InDesign
- Sketch
- Glyphs
- Paletton
- Widen Collective
- PitStop Pro
- Adobe Animate
- Basecamp