



Chris Michalik

ART DIRECTOR + GRAPHIC DESIGNER

Contact:

- 📍 Relocating to New York, NY
- 🌐 chrismichalik.com
- in [linkedin.com/in/chrismichalik](https://www.linkedin.com/in/chrismichalik)
- Be [behance.net/chris_michalik](https://www.behance.net/chris_michalik)
- 🎮 dribbble.com/chris_michalik
- 📷 [instagram.com/chris_michalik](https://www.instagram.com/chris_michalik)
- ✉ chris@chrismichalik.com
- 📞 727-455-6052

About:

VERSATILE, STRATEGIC, AND RELIABLE.

I'm an art director and graphic designer with experience in art direction, branding & identity, logos, digital design, websites, social media, print, packaging, out-of-home, UX & UI, video/motion design, and photography. Where I shine is tying those all together into comprehensive brands, campaigns, and design systems.

My background is in agencies, in-house, and freelance. And I've worked on projects for an array of industries—sports, real estate, technology, healthcare, finance, travel & tourism, luxury, retail, lifestyle, and non-profit.

I enjoy the entire creative process—from sketching out ideas to polishing concepts to reviewing final products for accuracy. I thrive on collecting and interpreting data and goals to incorporate into effective design solutions. Being dedicated to my craft, I always strive to expand my skillset and stay up-to-date with evolving technology and trends.

Skills:

DESIGN

Art Direction • Branding • Logo Design • Digital Design • Web Design • Print Design • Social Media • Out-of-Home • Packaging • UX & UI • Motion Design • Layout • Typography • Color Theory

SOFTWARE

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Lightroom • Adobe Premiere Pro • Adobe After Effects • Adobe XD • Adobe Acrobat • Figma • Sketch

COMPLIMENTARY

Event Photography • Product Photography • Sports Photography • Photo Retouching • Videography • Video Editing • Pre-Press • HTML • CSS • Project Management

Education:

BACHELOR OF ARTS

Florida State University
2002 - 2006 | Tallahassee, FL
Major in Marketing/Advertising

Experience:

FREELANCE ART DIRECTOR

September 2020 - Present | The Legacy Theory | Remote

- Develop brand assets for clients—logos, color palettes, and brand guidelines
- Design digital content—banner ads, social media, and websites
- Design print deliverables—business cards, letterhead, brochures, flyers, and signage

FREELANCE GRAPHIC DESIGNER

May 2010 - Present | Chris Michalik Design | Remote

- Develop brand assets for clients—logos, color palettes, icons, photography, and brand guidelines
- Design digital content—ads, social media, interactive flyers, and emails
- Design websites incorporating wireframes, design systems, UX, UI, responsive design, and usability

ART DIRECTOR

April 2020 - September 2020 | The Spot On Agency | Remote

- Managed a team of designers, along with collaboration among developers and copywriters
- Provided direction, feedback, and guidance to designers, production artists, and interns
- Determined data-driven creative and art direction and presented the concepts to clients
- Developed brand assets for clients—logos, color palettes, icons, photography, and brand guidelines
- Communicated with clients to pitch designs, provide recommendations, and interpret feedback
- Reviewed resumes and samples for freelancers and new hires and made hiring recommendations

GRAPHIC DESIGNER

September 2016 - December 2019 | CEA Marketing | Clearwater, FL

- Developed brand assets for clients—logos, color palettes, icons, photography, and brand guidelines
- Created designs for projects including digital, print, email, social media, and out-of-home
- Created videos and motion graphics for social media and event displays
- Design websites incorporating wireframes, design systems, UX, UI, responsive design, and usability
- Determined the creative and art direction for campaigns and pitched the concepts to clients
- Provided direction, feedback, and guidance to freelancers, production artists, and interns
- Reviewed resumes and samples for freelancers and new hires and provided hiring recommendations
- Directed a team of photographers and social media creators and made shot lists and content plans
- Photographed events and for print and digital use
- Edited and retouched photos, including on-the-fly at events for immediate use on social media

GRAPHIC DESIGNER

September 2012 - September 2016 | BioBag Americas | Dunedin, FL

- Designed packaging for the full line of retail products and print plates for the products themselves
- Photographed retail products, including setting up lighting, styling the set, and creating shot lists

DESIGN COORDINATOR

July 2007 - April 2010 | Tech Data | Clearwater, FL

- Designed print deliverables—ads, flyers, brochures, t-shirts, and out-of-home advertising
- Designed and developed digital content—emails, web pages, banner ads, and interactive flyers

GRAPHIC DESIGN INTERN

February 2007 - May 2007 | Visit Tampa Bay | Tampa, FL

- Designed flyers, brochures, buttons, and handouts
- Designed web pages and maintained photo libraries