



# Chris Michalik

## Art Director & Graphic Designer

I'm an art director and graphic designer with experience in branding, corporate 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.

### Contact:

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### Skills:

#### Design

- Art Direction • Graphic Design
- Branding • Visual Identity
- Corporate Identity • Logo Design
- Digital Design • Email Design
- Web Design • Advertising Campaigns
- Social Media Graphics • Out-of-Home
- Print Production • Packaging Design
- Event Displays & Signage • UX & UI
- Motion Graphics & Animation
- Illustration • Image Editing • Layout
- Typography • Color Theory

#### Software

- Adobe Creative Cloud • Photoshop
- Illustrator • InDesign • Acrobat
- Lightroom • Premiere Pro
- After Effects • Sketch • Figma
- Wordpress • Asana • Teamwork
- Harvest • Basecamp • Airtable

#### Complimentary

- Photography • Photo Retouching
- Videography • Video Editing
- Pre-Press • HTML & CSS
- Project Management

### Experience:

#### Art Director & Graphic Designer

##### *Chris Michalik Design*

05/2010 — Present

- Develop brand assets—corporate identities, logos, color palettes, icons, photography, and brand guidelines
- Design print and digital collateral—business cards, brochures, letterhead, ads, social media, interactive flyers, and emails
- Create websites incorporating wireframes, design systems, UX, UI, responsive design, and usability
- Communicate with clients to determine needs, pitch concepts, provide recommendations, and interpret feedback

#### Art Director

##### *The Legacy Theory*

09/2020 — 07/2021

- Developed brand assets—brand identities, logos, color palettes, and brand guidelines
- Consulted with clients to determine creative needs and lay out effective plans to achieve goals within budget
- Designed deliverables—business cards, letterhead, brochures, flyers, signage, banner ads, social media, and websites

#### Art Director

##### *The Spot On Agency*

04/2020 — 09/2020

- Determined creative and art direction based on research and client discovery, and presented concepts to clients
- Wrote project briefs, provided direction and feedback to designers, and collaborated with writers and developers
- Developed creative assets for clients—brand identities, logos, color palettes, icons, photography, and guidelines
- Managed a team of designers, along with collaboration among developers and copywriters
- Audited existing client brand guidelines and made recommendations for improvement
- Communicated with clients to pitch designs, provide recommendations, and interpret feedback

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## Experience (continued):

### Graphic Designer

*CEA Marketing*

09/2016 — 12/2019

- Developed brand assets meeting tight deadlines—logos, color palettes, icons, photography, and brand guidelines
- Created designs, adhering to creative briefs, for 360 projects including digital, print, email, social, and out-of-home
- Established design processes, from ideation to implementation, along with templates for agency-wide consistency
- Created video and motion graphics for social 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
- Directed a team of photographers and social media creators and made shot lists and content plans
- Photographed events for print and digital use
- Edited and retouched photos, including on-the-fly at events for immediate use on social media

### Graphic Designer

*BioBag Americas*

09/2012 — 09/2016

- Developed corporate brand standards, templates, and guidelines
- Designed packaging for the full line of retail products and print plates for the products themselves
- Created all corporate design needs—ads, trade show signage, coupons, emails, banner ads, and social media
- Photographed retail products, including setting up lighting, styling the set, and creating shot lists

### Graphic Design Coordinator

*Tech Data*

07/2007 — 04/2010

- Determined the creative direction and designed collateral for corporate events
- 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

*Visit Tampa Bay*

02/2007 — 05/2007

- Designed flyers, brochures, buttons, and handouts
- Designed web pages promoting events and maintained photo libraries as event recaps
- Printed and prepared materials in the in-house print room

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## Education:

*Bachelor of Arts*

Florida State University

2002 — 2006 | Tallahassee, FL