



Chris Michalik

GRAPHIC DESIGN • PHOTOGRAPHY • ART DIRECTION

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Design Areas:

Logos • Branding • Digital • Web • Print • Social Media • Art Direction • Outdoor • Event Signage • Packaging

Programs:

PROFICIENT:

Photoshop • Illustrator • InDesign • Lightroom • XD • Premiere • Acrobat

FAMILIAR:

After Effects • Sketch • Figma • Dreamweaver

Skills:

Photography • Photo Editing/Retouching • Videography • Video Editing • Pre-Press • HTML • CSS • Front-End Web Development

Soft Skills:

Communication • Active Listening • Collaboration • Time Management • Problem Solving • Persistence

About:

Hi! I'm Chris Michalik, a graphic designer with 13+ years of creative experience at agencies and companies in a range of industries. Clients have included ESPN, The Outback Bowl, Tech Data, and BioBag.

My specialties include logos, branding, and digital design. I also have experience in art direction, social media, print, signage, event displays, and retail packaging.

I've been designing since I was 10 years old creating various sports logos in MS Paint. I took design and art classes through high school and went on to focus on advertising and marketing at Florida State University. This gave me the needed acumen for the business side of the creative field. After graduating with my B.A., I interned with Visit Tampa Bay, focusing on design and creative production and have been working as a designer and art director since.



History:

FREELANCE ART DIRECTOR

The Legacy Theory
St. Petersburg, FL (Remote)
2020 - Present

ART DIRECTOR

The Spot On Agency
St. Petersburg, FL (Remote)
2020

GRAPHIC DESIGNER

CEA Marketing
Clearwater, FL
2016 - 2019

GRAPHIC DESIGNER

BioBag Americas
Dunedin, FL
2012 - 2016

DESIGN COORDINATOR

TDAgency @ Tech Data
Clearwater, FL
2007 - 2010

PRODUCTION INTERN

Visit Tampa Bay
Tampa, FL
2007

Education:

FLORIDA STATE UNIVERSITY

B.A. Marketing
Minor in Advertising
2002-2006

Experience:

DESIGN:

- Designed concepts and assets for brands, including logos, color palettes, themes, and imagery.
- Developed brand guides and provided recommendations for improvements on existing guidelines.
- Created designs for projects including digital, print, web, email, social media, outdoor advertising, event signage, and retail packaging adhering to brand standards and specs.
- Collaborated with designers, art directors, creative directors, copywriters, and developers.
- Established templates for common projects with up-to-date specs, ensuring accuracy and ease-of-use.
- Built out presentation decks and mock-ups for client pitches.

ART DIRECTION + MANAGEMENT:

- Managed a team of designers, along with collaboration among account managers, developers, copywriters, and freelancers.
- Wrote creative briefs to have concepts, specs, assets, and other needs in one document.
- Provided direction, feedback, and guidance to designers, production artists, and interns.
- Reviewed work prior to completion for quality control and adherence to creative concepts.
- Worked directly with print shops in the preparation of art files and quality control of final products.
- Communicated directly with clients to pitch designs, provide recommendations, and keep projects in motion.
- Established scopes of work, timelines, and estimates.

PHOTOGRAPHY:

- Photographed events for use in print and digital collateral and to be posted live on social media.
- Edited photos both on-the-fly for immediate use and post-event for future use.