



Chris Michalik

GRAPHIC DESIGNER • ART DIRECTOR • PHOTOGRAPHER

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Design Skills:

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

Programs:

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

Other Skills:

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

Soft Skills:

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

About:

I'm a graphic designer and art director with 14 years of experience in an array of industries including sports, tech, healthcare, real estate, luxury, retail, and lifestyle. Clients have included ESPN, The Outback Bowl, Tech Data, and BioBag.

My specialties include logo, brand, digital, and web design; and I am best at tying those all together into comprehensive campaigns. I also have experience in photography, print, social media, packaging, and some UX, UI, and motion.

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



History:

FREELANCE ART DIRECTOR

The Legacy Theory
St. Petersburg, FL (Remote)
09/2020 - Present

FREELANCE DESIGNER

Chris Michalik Design
St. Petersburg, FL
05/2010 - Present

ART DIRECTOR

The Spot On Agency
St. Petersburg, FL (Remote)
04/2020 - 09/2020

GRAPHIC DESIGNER

CEA Marketing
Clearwater, FL
09/2016 - 12/2019

GRAPHIC DESIGNER

BioBag Americas
Dunedin, FL
09/2012 - 09/2016

DESIGN COORDINATOR

Tech Data
Clearwater, FL
07/2007 - 04/2010

PRODUCTION INTERN

Visit Tampa Bay
Tampa, FL
02/2007 - 05/2007

Education:

FLORIDA STATE UNIVERSITY

Bachelor of Arts
Major in Marketing
Minor in Advertising
2002 - 2006

Experience:

DESIGN:

- Designed concepts and assets for brands, including logos, color palettes, themes, icons, 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, photographers, and freelancers.
- Wrote creative briefs to provide creative direction on projects.
- 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 and products for print and digital use.
- Edited and retouched photos, including on-the-fly at events for immediate use on social media.
- Created shot lists and provided direction to a team of photographers on photo style.
- Developed brand-specific Lightroom presets for consistency in final products across multiple photographers and events.