



Michael Wenz

Senior Graphic Designer
Creative Director

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Portfolio - mwenz.com

Skills

Art Direction
Graphic Design
Concept Development
Branding
Web Design
Project Management
Strategic Thinking
Leadership and Collaboration
Visual Communication
Problem Solving
Creative Ideation
Creative Mindset
Design System Guidelines
Advertising
Marketing
Market Research
Adobe Creative Suite
Wireframing
User Interface Design (UI)
User Experience (UX)
UI/UX design
Typography
Motion Graphics
Packaging Design

Experienced Senior Graphic Designer and Creative Director with 10+ years of experience. Skilled in UI/UX design principles, branding, and project management. Demonstrated ability to research and identify target audience needs to drive business growth and brand visibility. Proven track record of leading and managing significant design projects from start to finish, delivering high-quality designs for online and offline mediums. A problem-solver with a creative mindset and empathic approach.

Employment History

2018 - Present

Senior Graphic Designer

IC Realtime at Goodyear, AZ

- Lead and mentor junior designers to foster their growth and development in the field of graphic design.
- Lead and execute design projects, including print and digital media, from concept to completion.
- Collaborate with senior leadership to align graphic design strategies with company objectives and marketing goals.
- Collaborate with cross-functional teams to understand business goals and translate them into visually appealing design solutions.
- Implement and maintain design system guidelines across all marketing materials to ensure consistent brand identity and user experience.
- Develop and implement creative marketing strategies to promote IC Realtime products and services, targeting specific customer segments and markets.

2017 - 2018

Graphic Designer

Scout Unlimited at Albany, OR

- Design and create visually appealing digital marketing assets, such as banners, social media graphics, and email templates, to promote Scout Unlimited's products and services.
- Conduct market research to identify design trends and consumer preferences.
- Create cohesive and consistent brand guidelines ensuring all marketing materials adhere to brand standards.
- Collaborate with the marketing team to brainstorm and develop creative concepts for marketing campaigns and promotions.

Education

Aug, 2010 - May, 2014

Bachelor of Arts

Design Management
Arizona State University

Licenses & Certifications

Growth Driven Design

HubSpot Academy

Content Marketing

HubSpot Academy

Social Media Marketing

HubSpot Academy

Digital Marketing

HubSpot Academy

Digital Advertising

HubSpot Academy

Employment History

2015 - 2017

Graphic Designer

Dealer Spike at Portland, OR

- Managed 20+ client accounts while adhering to timelines, schedules, & budgets.
- Collaborate with cross-functional teams to ensure design consistency across multiple platforms and campaigns.
- Design beautiful and engaging marketing assets that effectively communicate the client's message and brand identity.
- Create visually engaging graphics and designs that capture the attention of potential customers.

2008 - 2015

Draftsman

MarZee Inc. at Phoenix, AZ

- Collaborate with engineers to ensure accurate interpretation and implementation of design specifications
- Developed new drafting techniques to improve efficiency and accuracy in project deliverables.
- Develop innovative design concepts to meet customer requirements and enhance product functionality.
- Implement quality control measures to ensure accuracy and precision in all drafted layouts.

Education

Aug, 2010 - May, 2014

Bachelor of Arts in Graphic Design Management

Arizona State University at Tempe, AZ