

Multi-talented Graphic Designer with a proven track record of enhancing brand visibility and engaging diverse audiences through innovative design solutions. Adept at developing brand identities, delivering compelling marketing content, and curating cohesive digital experiences. Excels in fast-paced environments, consistently meeting tight deadlines while delivering high-quality work. Demonstrates strong collaborative skills and adapts quickly to new challenges. Graduated Cum Laude with a BFA in Graphic Design and a minor in Art History, bringing a unique blend of technical expertise and historical perspective to every project.

Contact

michaeloatmandesigns@gmail.com

Education

- Central Michigan University
Bachelor of Fine Arts in Graphic Design, Minor in Art History
- 2014 - 2018, Graduated Cum Laude

Software Proficiency

- **Adobe Creative Suite**
(After Effects, Dreamweaver, Illustrator, InDesign, Muse, XD, Photoshop)
- **Web Development**
(Constant Contact, SquareSpace, WordPress, Wix)
- **Virtual Communication**
(Zoom, Slack, Discord)

Professional Skills

- Project management across multiple media platforms
- Strong independent work ethic and collaborative team dynamics
- Flexibility in adapting to new concepts and design trends
- Strategic thinking and problem-solving abilities

Socials

- Instagram: [mikeyoats](#)
- X: [mikeyoats](#)
- LinkedIn: [michaeloatman](#)

Professional Experience

Graphic Design & Web Administrator | University of Michigan TeachingWorks | 2022 - present

- Conceptualized and executed a broad range of visual content, maintaining brand cohesion across print and digital formats, including social platforms, promotional materials, and multimedia communications.
- Utilized advanced design and typography skills to create impactful visual identities and infographics that distill complex data into clear, engaging visuals for stakeholders.
- Worked closely with the TeachingWorks team, providing timely and resonant design solutions that articulate the organization's mission while adhering to brand standards.
- Managed and enhanced the TeachingWorks website with new content, improved design, and interactive elements, boosting usability and program engagement.
- Pioneered and led a series of successful learning initiatives on accessibility through design, resulting in an increase in organizational accessibility adherence standards and improved user experiences.
- Drove Constant Contact email campaign improvements, crafting compelling designs and outreach strategies that increased contact list size and engagement.

Marketing Content Designer | University of Michigan Hillel | 2018 - 2022

- Expertly managed a diverse digital marketing presence that encapsulated social media platforms, organizational website, and both print and digital promotional media, catering to the dynamic needs of over 45 internal student-led groups and the organization's primary objectives.
- Provided integral support to various departments and faculty, expertly tailoring multimedia content to align with specific programmatic requirements and strategically enhanced academic and extracurricular initiatives.
- Proactively administered and regularly updated the organization's WordPress website, ensuring it effectively serves a wide array of audience demographics with user-friendly navigation and current information.
- Diligently fostered a robust and unified brand identity across all facets of the organization, reinforcing its mission and professional standards, while engaging effectively with a broad audience base to promote clear and consistent organizational messaging.

Graphic Designer (Part-Time) | University of Michigan Hillel | 2018

- Crafted compelling social media content that successfully drove increased event participation and amplified community engagement.
- Solidified brand consistency, ensuring seamless brand narrative integration throughout all organizational communications.
- Executed in-depth audience analysis to inform strategies that fortified relationships and engagement across the organization's network.

Graphic Design Intern | UBU Today | 2018

- Produced creative information graphics and marketing collateral that bolstered campaign impact and reach.
- Mastered new digital tools, such as Constant Contact, expanding my technical repertoire for diverse design applications.

Graphic Design Intern | Currant Mist Winery | 2017-2018

- Enhanced and expanded the brand's visual identity, elevating its market presence and resonance.

Previous Work Experience

Brand Manager | Central Harmony A Cappella, University RSO | 2014-2018

- Developed and curated a distinctive brand identity for an a cappella group, designing a memorable logo and a suite of visual materials that elevated the group's profile and cohesiveness across various media platforms.
- Orchestrated marketing efforts, including photo shoots and the design of merchandise.