



# Michael ANDERSON

## EXPERIENTIAL DESIGNER

Innovative Brand Visual Designer with a specialization in experiential marketing and event design. Expertise in creating immersive brand experiences that engage consumers and foster brand loyalty. Proven ability to conceptualize and execute large-scale events and installations that effectively communicate brand values and narratives. Strong background in collaborating with interdisciplinary teams to bring creative visions to life while adhering to project timelines and budgets.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- Experiential Marketing
- Event Design
- Augmented Reality
- Brand Strategy
- Project Coordination
- Graphic Design

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN DESIGN  
STUDIES, UNIVERSITY OF DESIGN, 2015**

### ACHIEVEMENTS

- Won 'Best Event Design' award at the National Event Awards in 2022.
- Increased client satisfaction by 50% through innovative design solutions.
- Successfully executed a large-scale festival that attracted over 10,000 attendees.

### WORK EXPERIENCE

#### EXPERIENTIAL DESIGNER

Event Innovations LLC

2020 - 2025

- Conceptualized and executed immersive brand experiences for high-profile clients, enhancing brand visibility.
- Collaborated with marketing teams to create engaging event themes that aligned with brand messaging.
- Managed vendor relationships to ensure successful execution of event logistics and design.
- Utilized augmented reality technologies to enhance audience interaction during events.
- Conducted post-event evaluations to assess engagement and improve future designs.
- Designed promotional materials that effectively communicated event themes to target audiences.

#### BRAND VISUAL DESIGNER

Creative Events Group

2015 - 2020

- Developed branding strategies for events that increased attendee engagement by 40%.
- Created visual content for social media campaigns that promoted upcoming events.
- Collaborated with production teams to ensure seamless integration of design and technology.
- Managed multiple projects simultaneously, delivering high-quality design solutions on time.
- Engaged with clients to understand their vision and translate it into compelling designs.
- Conducted market research to identify trends and inform design approaches.