



Michael ANDERSON

CHARACTER DESIGNER - BRAND DEVELOPMENT

CONTACT

- (555) 234-5678
- michael.anderson@email.com
- www.michaelanderson.com
- San Francisco, CA

SKILLS

- Brand Development
- Market Research
- Adobe Creative Suite
- Character Design
- Team Leadership
- Visual Storytelling

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF FINE ARTS IN GRAPHIC
DESIGN, SAVANNAH COLLEGE OF ART
AND DESIGN**

ACHIEVEMENTS

- Successfully increased brand engagement by 35% through character-driven marketing campaigns.
- Awarded 'Best Character Design' in a national advertising competition.
- Contributed to the launch of a character that became a brand ambassador, enhancing brand visibility.

Strategic Character Designer with a deep understanding of brand development and marketing integration. Extensive experience in creating character designs that not only fulfill artistic requirements but also serve as pivotal elements in brand storytelling and consumer engagement. Proven ability to collaborate with marketing teams to ensure character designs align with brand identity and messaging.

WORK EXPERIENCE

CHARACTER DESIGNER - BRAND DEVELOPMENT

Brand X Studios

2020 - 2025

- Developed character designs that aligned with brand strategies for various campaigns.
- Collaborated with marketing teams to create character-driven content that resonated with target audiences.
- Utilized market research to inform character aesthetics and narratives.
- Presented character concepts to stakeholders, securing approval for new initiatives.
- Led brainstorming sessions to generate innovative character ideas.
- Monitored industry trends to adapt character designs for evolving market needs.

JUNIOR CHARACTER DESIGNER

Creative Brand Agency

2015 - 2020

- Assisted in the design of characters for brand campaigns, focusing on visual impact.
- Conducted competitor analysis to inform character design strategies.
- Collaborated with graphic designers to create cohesive visual narratives.
- Participated in client meetings to present character concepts and gather feedback.
- Maintained a library of character design resources for future projects.
- Contributed to the development of brand guidelines regarding character usage.