MA

MICHAEL ANDERSON
LEAD DIGITAL VISUAL DESIGNER

CONTACT

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- 📍 San Francisco, CA

SKILLS

- UX/UI Design
- Graphic Design
- Adobe XD
- InVision
- HTML/CSS
- Agile Methodologies

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN DIGITAL MEDIA, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Awarded 'Outstanding Designer of the Year' for innovative contributions to client projects.
- Increased social media engagement by 50% through targeted visual content.
- Successfully managed a budget of $500,000 for digital design initiatives.

PROFILE

Accomplished Digital Visual Designer with a robust background in developing innovative visual solutions that resonate with target audiences. Expertise in blending artistic vision with practical execution to enhance brand storytelling across digital channels. Known for a meticulous attention to detail and a strong ability to collaborate with cross-functional teams to achieve superior outcomes.

EXPERIENCE

LEAD DIGITAL VISUAL DESIGNER

NextGen Digital Agency

2016 - Present

- Directed the creative direction for multiple high-profile digital campaigns.
- Fostered collaboration between design, development, and marketing teams.
- Implemented user-centered design principles to enhance product usability.
- Created detailed design specifications for developers to ensure accurate implementation.
- Conducted design audits and provided feedback on team projects.
- Presented design concepts to stakeholders, securing buy-in and support.

DIGITAL DESIGNER

Innovatech Solutions

2014 - 2016

- Designed and produced graphics for websites, social media, and email marketing.
- Collaborated with content creators to develop cohesive visual narratives.
- Utilized analytics tools to assess design performance and user engagement.
- Participated in client meetings to gather design requirements and feedback.
- Maintained an up-to-date knowledge of design trends and technologies.
- Streamlined the design workflow, reducing turnaround time by 20%.